



How Marketing Fashions Consumer Loyalty. Uncovering Insights Through a Mixed Methods Approach

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Abstract— This inquiry scrutinises the intricate correlation between marketing strategies and consumer loyalty within the ever-changing fashion industry. Against the backdrop of rapid globalization and technological advancements, the fashion industry profoundly shapes consumer behaviours and brand allegiance. Employing a mixed-methods research approach, this study presents a comprehensive analysis of the subject matter. The secondary research entails a comprehensive literature review of prevailing scholarly literature on fashion marketing, consumer behaviour, and branding strategies. The primary research involves the acquisition of qualitative and quantitative data through semi-structured interviews with industry professionals and a survey tailored to consumers. Data analysis encompasses thematic analysis of the qualitative data and frequency analysis for the quantitative data. The findings are subsequently triangulated under each identified key theme. This paper contributes to the field of fashion marketing by elucidating new insights on how marketing impacts consumer loyalty.

Keywords— loyalty, customer loyalty, fashion marketing, fashion industry, branding.

1. INTRODUCTION

The assertions made by Wei (2024) underline the unequivocal influence of the fashion industry on global consumer behaviours and brand allegiance, owing to its extensive global presence. This scholarly inquiry aspires to meticulously scrutinize the intricate nexus between marketing strategies and customer loyalty within the fashion industry. Given the escalating competition and the proliferation of multifaceted marketing channels and strategies, it is incumbent upon fashion enterprises to attain an exhaustive comprehension of how these strategies intricately shape consumer perceptions and behaviours in order to prosper.

Rathore (2018) accentuates the fundamental amalgamation of creativity, trends, and pronounced consumer predilections characterizing the fashion industry, thereby entailing a manifold of challenges and opportunities in their marketing endeavours. Furthermore, Easey (2009) underscores that effective marketing initiatives embody the potential to engender brand loyalty and amplify profits, while ineffectual strategies peril the alienation of customers in the incessantly shifting business landscape. This scholarly exploration is designed to undertake a comprehensive inquiry into various multifaceted aspects of fashion marketing and its pervasive influence on consumer loyalty.

This scholarly inquiry is dedicated to the exploration of marketing's role in the fashion industry and its potential to engender consumer loyalty. The study is underpinned by the following objectives:

1. Examination of diverse branding strategies employed in the fashion industry, encompassing brand positioning, differentiation, and communication.



2. Analysis of various marketing tactics employed by brands, including product quality, emotional resonance, trust, and customer experience, and their impact on consumer loyalty within the domain of fashion marketing.
3. Investigation into the impact of digital marketing tactics, with particular emphasis on social media, on consumer loyalty towards a brand.

This research employed a comprehensive mixed-methods approach to analyse the correlation between marketing strategies and customer loyalty within the fashion industry. The investigation entailed conducting both primary and secondary research to ensure a profound understanding of the subject matter. The initial phase encompassed an extensive review of relevant academic literature, concentrating on consumer behaviour, loyalty, marketing, and branding strategies.

This literature review aimed to identify pivotal themes to form a robust foundation for the subsequent primary research. Subsequently, the primary research phase utilized a mixed methods approach, encompassing qualitative semi-structured interviews with industry professionals and a quantitative survey administered to a representative sample of fashion consumers. These methods were deliberately chosen to gain valuable insights into marketing strategies and customer loyalty. Data collected from the interviews and surveys underwent comprehensive analysis, incorporating both thematic and frequency analysis techniques. The findings were then amalgamated to identify common themes and valuable insights. The principal objective of this study is to offer a comprehensive analysis of the interplay between marketing strategies and consumer loyalty in the fashion industry. The intent is for these findings to optimise marketing practices and aid fashion brands in fostering consumer loyalty.

2. THE SCIENTIFIC CONTEXT

The fashion industry is known for its dynamic and ever-changing nature, with a clear distinction between high fashion and fast fashion. High fashion is characterized by abundant artistic expression and exceptional talent, while fast fashion is marked by rapid turnover, trend-driven approaches, and extensive global production chains (Čiarnienė & Vienažindienė, 2014). Marketing plays a critical role in this industry, serving as both a platform for artistic expression and a key influencer of brand loyalty and consumer perception. This review of literature scrutinizes the significance of marketing within the fashion industry, analysing both high fashion and fast fashion and their impact on consumer loyalty. This research is essential to understand the pivotal role of marketing in maintaining brand competitiveness. The study seeks to comprehend consumer buying patterns through marketing strategies, with consumer behaviour focusing on how individuals decide on which products or services to purchase based on factors such as time, money, and effort required (Hanaysha et al., 2021).

Marketing is an indispensable function within an organisation, encompassing a variety of strategic processes aimed at generating, disseminating, and delivering value to customers, while also managing customer relationships to the advantage of the business and its stakeholders (Kotler et al., 2015). The discipline encompasses diverse methods and strategies for product promotion and distribution, including product development, customer relations, advertising, sales, distribution, and market research (Pappas, 2016). The primary objective of marketing is to achieve organisational goals while fostering customer relationships



(McDonald & Wilson, 2016). This underscores the profound significance of marketing in establishing consumer connections that can yield tangible benefits for the business (Lessmann et al., 2018).

Kotler (2020) emphasizes the critical importance of incorporating the marketing function into the development of a business's products or services. He articulates that organisations that attain substantial success highly esteem their marketing department and rely on its contributions, which exert a pivotal influence on various facets of the company. The marketing concept, as delineated by Grönroos (1990), is a philosophical approach that prioritizes situating the customer at the nucleus of a firm's activities. This concept posits that a company should anchor its operations on the exigencies and preferences of its customers in designated target markets. While acknowledging societal constraints, strict adherence to this customer-centric concept should engender successful and lucrative operations.

The American Marketing Association (AMA) has advanced an updated definition of marketing as the process of strategically planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to facilitate exchange and to fulfil individual and organizational objectives (1985). A revised interpretation of marketing has been formulated as a consequence of research undertaken in Scandinavia. This interpretation commences by prioritizing the perspectives of customers regarding the marketing function and is synchronized with the prevailing conditions inherent in the marketplace. It acknowledges the following components: 1. management responsibility: conceived as an overall management responsibility rather than a specialized function; 2. part-time marketers: encompassing a substantial contingent of part-time marketers whose primary obligations are oriented towards other tasks and functions; 3. customer relationships: positioned as the foundational element of marketing, accentuating the initiation and evolution of customer relationships to achieve individual and organizational objectives. 4. promises: signifying mutually exchanged assurances upheld within the buyer-seller relationship. Consequently, the establishment, reinforcement, and cultivation of customer relationships for commercial gain transpires (Grönroos, 1990).

In the work by Kotler (2020), there is an emphasis on the necessity of understanding how marketing strategies influence an organisation's overall performance for sustainable expansion. Marketing serves as a means for companies to access diverse demographics and generate interest in the products or services being promoted (Mishra, 2020).

By utilising the impact of branding, and more specifically, corporate visual identity, organisations communicate with consumers on a subconscious level by leaving impressions on consumers' minds and awakening those impressions through a brand recall (Drzewiecka, 2024).

Visuals are the very first impressions that a business makes on its stakeholders and by effective use of its visual assets, the identity of an organisation can be instantly and almost immediately recognized by audiences. The power of the human brain is in its primary capability of visual processing of data; its capability to absorb visual information allows the assimilation of approximately 36,000 images per minute. Hyerle's research claims that the majority of data, between 80 and 90 per cent, that brain digests are of a visual character (cited in Costa & Kallick, 2008).



If a logo or corporate colours that are placed on any promotional material are easily recognisable amongst other market competition, it indicates that a product or a service offered by a company will be quickly identified by a target market, which directly leads to an increase in a sale that impacts the competitive market positioning. Brand visual communications are the very own tangible assets that manifest the recall and uniqueness of a value proposition of a business and to be able to advance the positioning of an organisation within a marketplace it requires effective management practices grounded in the consistency of visual expression for the value of avoiding the risk of unfocused and confusing visual cues (Drzewiecka, 2024).

Additionally, marketing aids brands in distinguishing themselves from competitors and fortifying connections with consumers (Lalaounis, 2020). Insights provided by Cachero-Martínez & Vazquez-Casielles (2021) underscore the notion that effective marketing not only draws in new customers but also fosters satisfaction and loyalty among existing clientele. This further highlights the critical significance of targeted marketing strategies in establishing and reinforcing connections with specific demographics. The acquisition of consumer behaviour insights through market research, as suggested by Keller (2020), enables the development of strategies that can respond to market trends and influence consumer purchasing decisions (Hanaysha et al., 2021). The attraction of a broader customer base is advantageous for augmenting success and contributing to a company's growth (Jung et al., 2020).

Notably, this research elucidates the vital role of marketing within a company's operations, stressing that it transcends mere promotional endeavours. Marketing is, in fact, an essential component of business strategy that plays a pivotal role in establishing a brand's identity and maintaining relevance to the customer. This pivotal role in shaping a brand's identity underscores the indispensable nature of marketing.

In the realm of the fashion industry, marketing transcends traditional product promotion. By proficiently conveying a brand's distinctive characteristics, customers can be influenced to form finely tuned perceptions about the promoted merchandise (Moore & Veryan, 2012). Rathore (2021) posits that fashion marketing surpasses traditional marketing in complexity as it capacitates companies to precisely target consumers through diverse artistic channels. Junior et al. (2023) scrutinize the utilization of storytelling in marketing and endorse the notion that an artistic approach has the potential to appeal to consumers' emotions, thereby prompting a deep-seated connection with the products or services. This connection, in turn, influences their purchasing decisions. Individuals who develop an emotional affinity with a brand exhibit a higher propensity for brand loyalty (Ismail, 2017). This substantiates the contention that the fashion industry's marketing paradigm necessitates the crafting of a narrative that resonates with the lifestyles of the target audience, in addition to the mere promotion of products. This approach is fundamental to achieving success and garnering a foothold in the fast-paced sector.

The fashion industry is profoundly influenced by dynamic trends, which exert a significant impact on consumer perceptions. As a consequence, brands are compelled to adapt to these fluctuations while upholding a resolute brand identity (Gazzolia et al., 2020). The advent of digital marketing through social media platforms and the burgeoning influence of influencer culture have precipitated a profound metamorphosis in the industry's marketing strategies, consequentially impacting consumers' purchasing behaviour (Rathore, 2018). This



metamorphosis was expeditious during the Covid-19 pandemic as an increased cohort of consumers transitioned to online platforms, thereby highlighting the pivotal role of social media marketing (Mason et al., 2021). Digital marketing has revolutionized multifaceted facets of the fashion industry, affording consumers unfettered access to an expansive digital marketplace (Rathore, 2021). With the world at their disposal, consumers' shopping modus operandi has undergone a profound reconfiguration, thereby prompting brands to reassess their advertising and consumer engagement strategies. The escalating pertinence of digital marketing has necessitated a paradigm shift from traditional marketing modalities such as print advertising, fashion shows, public relations, and in-store displays to digital formats (Guercini et al., 2018).

Pivotal to digital marketing strategies is social media advertising, a scheme favoured by brands for its efficacy and straightforwardness in promoting products and enhancing brand recognition. Social media digital marketing encompasses influencer marketing, advertising, and marketing campaigns across diverse platforms. By leveraging influencers as a strategic marketing vehicle, fashion brands engross in discourse with consumers sharing analogous interests and values, ultimately cultivating a customer base (Purwar, 2019; Muniesa & Gimenez, 2020; Ozuem & Azemi, 2017). Muniesa and Gimenez. (2020) expound on how "search engine marketing" can amplify a brand's commercial traction and sales through search engine advertisements, intrinsically tied to "search engine optimization," thereby augmenting user engagement by optimizing websites to secure elevated rankings on search engines.

Elucidating Rathore's (2021) assertion that having the world at one's disposal wholly transfigures the shopping landscape, Guercini et al. (2018) underscore the imperative for fashion brands to engineer a user-friendly website interface to allure consumers and ensure a gratifying purchasing experience, ultimately nurturing customer loyalty. The literary corpus underscores the momentous impact of social media in shaping and establishing fashion trends, thus underlining the critical role of digital marketing in the fashion industry. Embracing digital marketing as a foremost strategy is indispensable for fostering a proactive rapport with customers and crafting a singular brand image. In an ecosystem characterized by rapid oscillation, prioritizing digital marketing becomes an urgent and pivotal endeavour, aimed at not only captivating the audience but also preserving a vanguard position in the dynamism of the fashion industry.

The concept of branding strategies encompasses purposeful actions designed to establish a distinct and memorable identity for a product, service, or organization in the minds of consumers (Keller, 1999). Brand positioning, as defined by Janiszewska and Insch (2012), is vital in gaining a competitive advantage, particularly within the highly competitive fashion industry. Brand positioning significantly influences consumer purchasing decisions, with well-positioned brands exuding positivity and attracting consumers, thus fostering brand loyalty over time. Drzewiecka (2024) states that the ever-challenging economic times in the international arena have encouraged brands to re-evaluate their engagement options to maintain competitiveness and a strong brand positioning indicates the commercial advantage of any business based on its market visibility and profitability. Furthermore, brand positioning effectively distinguishes a particular retailer from its rivals, as indicated by Fayvishenko (2018). The role of visual merchandising in communicating a brand's position in the industry and consumer market is emphasized by Nobbs et al. (2015). The impact of digital marketing on brand positioning,



highlighted by Latiff and Safiee (2015), underscores the accessibility-driven substantial sales volume, despite the varying levels of prominence among Instagram stores compared to well-established brands. Insights from Newman and Patel (2004) delve into the concept of brand positioning, emphasizing how brands can establish a distinctive identity that leads to customer loyalty and increased sales. This underscores the enduring significance of fundamental marketing principles in maintaining a brand's position once it has been established (Rooney, 1995). The research underscores the important role of efficient marketing in establishing enduring relationships with consumers and highlights the strategic positioning of brands as a critical factor for businesses aiming to nurture and maintain customer loyalty.

Sharp and Dawes (2001) delineate differentiation as a brand's achievement in a specific feature in comparison to its competitors. Brand differentiation encompasses the unique associations a brand establishes as a strategic approach to enhance its recognizability (Romainiuk et al., 2007). Differentiation involves the creation of a niche in the saturated fashion industry. It must transcend product attributes and serve as the brand's persona, setting it apart from competitors. This constitutes a brand strategy aimed at attracting and retaining customers.

As the ever-changing fashion retail marketplace is unstable, global, boundary-less and competitive (Ries & Trout, 2001; Hamel & Prahalad, 2005; Hamel, 1996; Day & Montgomery, 1999; Porter, 1996), positioning a brand on a competitive level requires complex planning operations due to its holistic, strategic and relational character (Schultz & de Chernatony, 2002). Positioning represents the organisational aspirations to be perceived by the stakeholders concerning the competition and the marketplace (Aaker, 1991; Drzewiecka, 2024). Brands must continually develop and adapt their strategies as the industry evolves to sustain a competitive advantage and remain pertinent in an ever-changing landscape. Brand communication is the methodical process through which a brand communicates its identity to its target audience (Nandan, 2005). This can be accomplished through visual communications and engagement tactics such as advertising, public relations, and social media. Consistency across these channels contributes to a distinct brand presence (Batra & Keller, 2016). Social media marketing employs a familiar mode of communication to engage with customers. The swiftness of this method, as discussed by Moore and Veryan (2012), exerts a direct impact. Brand communication on social media extends beyond mere advertising and actively engages consumers, thereby creating marketing opportunities. Celebrities are deemed to wield more significant influence than anonymous models, and advertising campaigns that leverage their endorsements to convey the gravitas of the celebrity, when combined with the brand, typically acknowledge the potential potency of celebrity endorsements in communication (Carroll, 2009). Celebrity endorsements wield exceptional impact in brand marketing by cultivating brand loyalty through harnessing consumer interest in a specific brand via celebrity endorsement. Communication is utilized in e-commerce sales, where brands predominantly employ it as a promotional tool to attract customers to their website, rather than solely to effectuate a sale (Jin & Cedrola, 2017). Brand communication as a marketing tool can foster consumer loyalty by nurturing a positive emotional connection with the brand.

In the realm of fashion marketing, several strategic elements profoundly influence the success of communication tactics. The pivotal role of product quality becomes evident in distinguishing the fashion industry. Given the rapid evolution of the industry and the fleeting nature of trends, high-quality "wardrobe staples" endure as a means of



establishing a brand's product differentiation. Product quality extends beyond outward appearance and encompasses sustainability practices, such as responsible sourcing. Pereira et al. (2021) delve into the impact of sustainability on consumer decisions in the fashion industry, concluding from a literature review that 50% of consumers prioritize sustainability in their purchasing decisions, while the remaining 50% do not. This insight can guide businesses in aligning their actions with their objectives and values. In stark contrast, Long and Nasiry (2022) illuminate how fast fashion thrives on a culture of disposability and seasonal trends, actively promoting the concept of a seasonal wardrobe. Fast fashion enterprises produce low-cost, low-quality items meant for short-term use, aiming to encourage frequent consumer spending. Emotional connection constitutes another vital aspect. Unprecedented levels of brand differentiation within the fiercely competitive fashion industry call for the implementation of emotional branding strategies to captivate customers. This underscores the imperative for companies to establish profound emotional connections with their clientele, as noted by Kim and Kim (2019). They maintain that fashion companies eliciting emotional responses from their patrons foster enduring emotional bonds and inspire brand loyalty. By crafting narratives that transcend conventional product promotion, brands evoke their target audience's emotions, aspirations, and identities (Dahlén et al., 2009). Consequently, consumers develop a heightened emotional affiliation with the brand, an experience which might not be replicated with alternative brands. These narratives not only sway consumer purchasing decisions but also nurture consumer relationships. The third strategic marketing element, trust-building, assumes critical significance in the fashion sector (Liu et al., 2021). The relationships between brands and consumers are underpinned by trust. Brands that prioritize honesty and transparency in the fashion industry are more likely to achieve success (Chung & Kim, 2014). Consumer preference demonstrably leans towards brands they trust, be it in customer service, ethical sourcing, or product quality. Trust in fashion marketing transcends mere transactions and entails the establishment of genuine and reliable connections with patrons. This cultivated trust profoundly facilitates success in such a fiercely competitive market (Kim & Kim, 2020).

The concept of consumer loyalty encapsulates the intricate and enduring bond between a consumer and a brand (Oliver, 1999). It is rooted in the pattern of repeat purchasing decisions, the establishment of trust, satisfaction, and an emotional affinity that anchors customers to a specific brand over others (East et al., 2005). In this context, Keller (2008) underscores the paramount significance of customer loyalty, as it epitomizes the most profound level of relationship a consumer can forge with a particular brand. Brands that foster consumer loyalty reap numerous advantages, including amplified customer retention, positive word-of-mouth endorsements, and fortified competitive positioning. This reciprocal rapport between the brand and the consumer yields mutual benefits: brands cultivate a robust cadre of loyal customers, thereby augmenting profitability and facilitating greater investment in innovation. Consequently, this spurs the brand to redouble its efforts, ultimately culminating in the delivery of extraordinary products or services that redound to the advantage of the customer. The enduring and mutually beneficial nature of this cycle accentuates the enduring and mutually beneficial nature of this cycle underscores the enduring and reciprocally reinforcing connection between the brand and the consumer (Yu et al., 2001; Kootenaie & Kootenaie, 2021).



Consumer behaviour represents a platform that delves into the factors influencing individuals' purchasing decisions (East et al., 2021). Understanding consumer behaviour is essential for brands, especially within the fashion industry, when devising effective marketing strategies. The rapid pace of trends in this industry demands high adaptability from brands to adjust and customize their approaches in accordance with current market trends (Rathore, 2018). Rathore (2018) suggests that employing captivating imagery, colours, and alluring models can stimulate consumer purchasing behaviours driven by psychological factors associated with consumerism. Rathore also discusses 'Impulse Buying Behaviour' as a crucial factor in the profitability of the fashion industry. Effective marketing strategies are pivotal in encouraging these behaviours. Hanaysha et al. (2021) discuss how businesses can develop more compelling marketing initiatives through an understanding of customer behaviours. Consumer behaviour is continually evolving and is strongly influenced by the ever-changing landscape of social media.

From the analysis of the literature, it is evident that it is imperative for brands to remain abreast of current trends in order to execute successful marketing strategies. Furthermore, the review underscores the pivotal role of marketing tactics in cultivating consumer loyalty. Diverse factors exert an influence on consumer behaviour and purchasing choices, necessitating brands to remain well-informed in order to adeptly promote their products.

3. METHODS

Per the pragmatic paradigm, this research is underpinned by the recognition of the necessity to employ both qualitative and quantitative methodologies to comprehend intricate phenomena. The scholarly contributions of Morgan (2014) emphasize the acknowledgment within pragmatism of the critical importance of employing a heterogeneous range of research methods to thoroughly grasp the research subject. This study is orchestrated to comprehensively understand the research topic through the amalgamation of qualitative semi-structured interviews with industry professionals and quantitative questionnaires targeting consumer responses. The intended effect of this methodology is to capture a diverse array of perspectives and cultivate invaluable insights, ultimately fostering a depth of understanding regarding the subject matter (Hall, 2013).

In order to address the study's objective of probing into the role of marketing in the fashion industry and its potential to cultivate consumer loyalty, a comprehensive approach integrating both primary and secondary research methods was deployed, encompassing a mixed-methods methodology. The accumulation of qualitative research data involved in-depth interviews with professionals from the marketing and fashion industry to gain profound insights into their perspectives. Additionally, a questionnaire survey was employed to secure quantitative data, yielding supplementary insights transferrable to a broader consumer demographic. The adoption of a mixed methods methodology approach stemmed from the deliberate intent to appraise the advantages inherent in both qualitative and quantitative methodologies, ultimately furnishing a more exhaustive understanding of the research topic. This meticulous approach facilitated a thorough scrutiny of themes and narratives, thereby bolstering the study's veracity (Ivankova & Creswell, 2009).

The research study encompassed the utilisation of a quantitative survey to amass data from a diverse cohort of fashion consumers. This methodological approach entailed the administration of questionnaires to procure standardized data from a substantial number of participants (Nardi, 2018). The survey design comprised a



questionnaire featuring closed-ended and Likert-scale questions, purposed to elicit information concerning specific demographics, consumer behaviour patterns, and determinants of brand loyalty. Anonymity safeguards were put in place to ensure respondents could freely provide responses without trepidation of scrutiny, as their identities remained undisclosed (Kang & Hwang, 2023). In addition, semi-structured interviews formed an integral part of the study. This approach entailed the incorporation of both structured and unstructured interview questions (Adams, 2015). Open-ended questions were employed to elicit comprehensive responses and valuable insights from interviewees (Raworth, 2012). The adaptive framework granted the latitude for supplemental inquiries and further exploration, contingent on the interviewee's responses, thereby facilitating a more nuanced apprehension of the subject matter (Adeoye-Olatunde & Olenik, 2021).

Ensuring an appropriate sample size is imperative for the progression of research initiatives. Insufficient sampling may yield inconclusive findings, while an excessively sizable sample can inundate researchers with data, leading to prolonged analysis and potential oversight of crucial information. Striking an equilibrium in the sample size is paramount for achieving accurate and easily manageable results (Lenth, 2001). The research entailed the deliberate curation of a diverse cadre of professionals within the marketing and fashion sectors through purposeful sampling (Suri, 2011). Four semi-structured interviews were conducted with industry experts as part of the mixed methods approach. Additionally, a questionnaire was disseminated to a broader selection of participants recruited via purposeful sampling. The acquisition of one hundred responses from the questionnaire was considered an adequate sample size for the scrutiny of consumer perceptions, preferences, and behaviours concerning brand loyalty and marketing strategies.

The utilised research method integrated a mixed-methods approach to triangulate findings from diverse sources. Preliminary data analysis was systematically executed for both the quantitative and qualitative data. Systematic thematic data analysis was applied to discern recurring patterns and themes within the data derived from semi-structured interviews. This iterative procedure was indispensable in refining the themes and aligning them with the research question and objectives, thereby augmenting the reliability of the qualitative data. Additionally, the data garnered from the questionnaire was subjected to frequency analysis, a statistical method for scrutinising the distribution of values within the dataset (Rainer & Hall, 2003). The frequency analysis generated insights into the patterns and variations in the data, which were succinctly summarised. This method played a pivotal role in scrutinising the data and delivered valuable insights into the consumer mindset.

The study is designed to comprehensively examine marketing within the fashion industry and its function in engendering consumer loyalty. It aims to delve into the significance of marketing in the fashion industry, analyse various marketing strategies and their influence on consumers and consumer loyalty, and uncover novel insights. And as the study seeks to elucidate how effective marketing endeavours positively impact consumer attitudes, loyalty, and preferences in relation to fashion retail brands, the following themes have been identified through data analysis.

Marketing in brand differentiation has been identified by all interviewees as the priority for organisations in diversifying their marketing efforts from competitors. Understanding the target audience was another reoccurring



theme that all four respondents agree as critical, helpful to comprehend whether marketing efforts resonate with the target audience, instrumental in defining the brand's positioning.

The interviews confirmed that it is evidently discernible that enterprises that prioritise a particular target audience and adapt their marketing endeavours accordingly hold an edge in forging connections with consumers, thereby exerting influence on their purchasing decisions.

The study unveiled that marketing serves as a crucial tool for effectively communicating brand messages. It is a vital communication channel that demands attention, especially when engaging in the communication of brand identity to consumers.

After a thorough review of the data collected from customer surveys, it becomes evident that a significant majority of consumers perceive marketing as a pivotal factor in shaping their views of a fashion brand. Specifically, 71.4% of respondents indicated that they base their purchasing decisions on a brand's marketing campaign, while 19% mentioned that campaigns have no influence on their choices, and 9.5% remained undecided. Furthermore, 45.1% of respondents expressed agreement regarding the importance of marketing, with an additional 21.4% affirming its essential role in shaping consumer perceptions of fashion brands. Only 8.6% disagreed with this assertion, with the remaining respondents falling within the spectrum of either neutrality or insignificance. These findings strongly suggest that marketing initiatives play a critical role in influencing consumers' purchasing behaviour.

In response to inquiries regarding the cultivation of consumer loyalty by brands, a prevailing theme among respondents centred on the pivotal role of product quality. Interviewees reaffirmed that nurturing consumer loyalty encompasses various aspects, including product quality, exceptional customer service, personalised consumer engagement, product durability, and timeless designs. From the vantage point of a brand owner, one participant conceded that loyalty may be ascribed to the interplay of price and value. Based on the survey data, 28.7% of respondents agreed that consistent quality contributes to consumer loyalty. 20.8% identified effective marketing campaigns as a factor in loyalty, while 21.5% cited a positive shopping experience as contributing to loyalty to a fashion brand. Additionally, 14.9% reported unique style and design as a factor for loyalty, and 14.2% stated that the values and ethics of a brand matter most.

The study revealed a consensus among industry experts that product quality significantly shapes consumer loyalty towards a brand.

In response to inquiries concerning the impact of marketing campaigns on consumer loyalty, respondents underscored that effective marketing strategies engage consumers and foster their allegiance to a brand. It was attested that marketing serves as a powerful tool for generating excitement and anticipation surrounding new product launches, collaborations, or limited-edition releases, thereby stimulating consumer interest and engagement. It was emphasised that marketing plays an integral role in nurturing emotional connections and strengthening brand loyalty through sophisticated campaigns. The analysis of consumer surveys unveiled that marketing significantly moulds consumer perceptions of brands for 66.5% of respondents. Furthermore, through a series of inquiries, interviewed industry experts accentuated the positive impact of marketing campaigns on



cultivating consumer loyalty. The consumer survey reaffirmed the substantial influence of marketing in shaping consumer perceptions of a brand.

According to the feedback provided by those interviews' respondents, it is apparent that social media represents the most effective avenue for marketing strategies. All interviewees emphasised the paramount significance of social media in their marketing initiatives. One of the respondents underscored the necessity for brands to tailor their marketing strategies towards social media channels, given that it stands as the primary location for consumer engagement. These conclusions align with the data derived from the consumer survey, which indicates a notable recognition of brands' social media promotions among consumers, particularly on Instagram (26.8%), followed by influence of others (20.6%) and word of mouth (17.4%). These shared perspectives underscore the pivotal role of social media in the implementation of effective marketing strategies for brands.

All four interviewees stressed the importance of analysing product sales as a critical key performance indicator when evaluating marketing effectiveness for a brand. The analysis consistently revealed that interview respondents underscored product sales as a key performance indicator (KPI) in measuring the effectiveness of marketing initiatives. It is noteworthy that while qualitative data from interviews consistently highlighted this pattern, the quantitative survey did not specifically examine this aspect due to its customer perspective, as distinguished from the brand perspective of the interviews. While the qualitative observations underscore the significance of product sales as a KPI, the absence of accompanying quantitative data on this subject curtails the depth of the analysis.

The empirical insights gleaned from the interviews underscore the formidable challenges inherent in cultivating and sustaining consumer loyalty. It is evident that the evolving shopping behaviours influenced by multifarious factors, including generational disparities and individual preferences, pose substantial impediments for brands endeavouring to perpetuate customer loyalty. This underscores the need for brands to realign their strategies in response to the likelihood of diminished brand loyalty among contemporary consumers compared to previous generations. Furthermore, the interviewees accentuate the substantial and dynamic nature of rapidly changing fashion trends, thus compelling brands to exhibit adaptability to ensure the preservation of consumer loyalty. This reaffirms the intrinsic fluidity of the fashion industry, mandating brands to manifest an unremitting adaptability to evolving consumer predilections and market trends.

In the course of semi-structured interviews, significant insights emerged concerning the competitive landscape presented by fast-fashion companies. This robust competition poses challenges for traditional fashion brands, particularly in preserving consumer loyalty, as they encounter difficulties in matching the competitive pricing and convenience offered by fast-fashion retailers. Interview participants underscored the demanding nature of staying competitive in the fashion industry and underscored the critical role of effective marketing strategies in addressing this challenge. They emphasised the need for brands to actively engage with consumers to maintain competitiveness in the market. Upon analysing quantitative data from a consumer-focused survey, it was found that a considerable majority of consumers (85%) expressed loyalty to specific fashion brands. Further scrutiny of the data revealed that consumers cited consistent quality (28.7%) as the foremost factor influencing their brand



loyalty, followed by positive shopping experiences (21.5%) and effective marketing campaigns (20.8%). These findings reaffirm earlier indications that effective marketing campaigns have the potential to nurture brand loyalty among consumers, thus conferring a competitive edge in the dynamic and fiercely competitive industry. Through a mixed methods approach integrating qualitative data from semi-structured interviews with quantitative data from a consumer-focused survey, salient themes emerged, underscoring the pivotal role of effective marketing strategies and their correlation with consumer loyalty. By triangulating these findings as a conclusive step, the research comprehensively scrutinized the intricacies of fashion marketing and interconnected the perspectives of industry experts with insights gleaned from consumer surveys.

4. RESULTS AND DISCUSSION

The research findings have unveiled a consensus among industry professionals, underscoring the necessity for brands to accord priority to their marketing endeavours, thereby differentiating themselves from their competitors. Sharp and Dawes (2001) have affirmed these findings, expounding upon differentiation as the capacity of brands to surpass their competitors in distinct attributes, particularly within the domain of marketing.

Upon being queried, half of the participants in the semi-structured interviews underscored the essentiality for brands to forge connections with consumers, influencing their purchasing decisions. These participants stressed the advantage of establishing connections with a specific target audience. This perspective mirrors the sentiments articulated by Ismail (2017), who asserts that aligning with the lifestyle of the target audience paves the way for success and the establishment of a brand within the fashion industry.

The semi-structured interviews have provided valuable insights into the effective communication of brand identity to consumers through marketing strategies. Gazzolia et al. (2020) extensively discuss brand identity and iterates the pressing importance of its perpetuation within the perpetually dynamic fashion industry. The congruence between the prior research and qualitative data underscores the consensus among experts regarding the pivotal role of marketing in shaping brand identity for consumers, thereby emphasizing the paramount significance of marketing initiatives in navigating the fiercely competitive terrain of the fashion industry. Furthermore, the survey data has unequivocally indicated that consumers attribute great influence to marketing campaigns in shaping their perceptions of fashion brands. These findings indisputably underscore the enduring eminence of marketing as a strategic tool for fashion companies to establish their presence and engage with consumers effectively, aligning seamlessly with Gazzolia et al. (2020).

Through this study a deeper understanding of brand loyalty has been revealed through qualitative data analysis from semi-structured interviews. Brand loyalty refers to the level of dedication and emotional connection that consumers have towards a specific fashion brand. Kim and Sullivan (2019) demonstrated that using an emotional branding framework and applying emotional branding strategies leads to the development of brand loyalty. Regarding product quality, the alignment between consumer perceptions and industry expert opinions highlights its importance in shaping brand loyalty within the fashion industry.

However, there is a divided opinion on this matter. Pereira et al. (2021) found that 50% of consumers prioritize product quality, while the remaining 50% do not consider it necessary. This knowledge can lead to divisions



among brands when deciding whether to incorporate product quality into their brand decisions. Long and Nasiry (2020) state that fast fashion companies exploit their low product quality to entice consumers to make repeat purchases.

The focal point of this study was to investigate the impact of marketing strategies on consumer loyalty in the fashion industry. The literature underscores the significance of effective marketing efforts in cultivating brand loyalty. Hanaysha et al. (2021) elaborate on the development of precise marketing strategies to influence consumer purchasing decisions by conveying thoughtfully crafted messages.

This sentiment was echoed in qualitative research, where participants stressed the importance of marketing campaigns in fostering consumer loyalty. Furthermore, quantitative survey data validated that consumers' perceptions of a brand are closely tied to the brand's marketing strategies. The convergence between the literature and the data derived from quantitative consumer surveys and qualitative semi-structured interviews underscores the pivotal role of marketing in shaping consumer loyalty within the fashion industry.

Additionally, the literature highlights the transformative impact of social media and e-commerce on the fashion industry's marketing landscape, offering brands new avenues to connect and engage with consumers (Mason et al., 2021; Rathore, 2021).

The findings underscore the paramount importance of social media platforms in shaping consumer perceptions and influencing purchasing behaviour, necessitating the meticulous tailoring of marketing strategies to effectively target these platforms, acknowledged as pivotal channels for engaging with contemporary consumers. The research's empirical data corroborates the heightened visibility of marketing campaigns on platforms such as Instagram, yielding a consequential surge in sales volume.

Furthermore, the study astutely observes the profound impact of e-commerce on marketing effectiveness, accentuating the imperative for brands to adeptly embrace digital platforms to retain competitiveness in the swiftly evolving fashion industry. The comprehensive scientific background and research analysis underscore the indispensable nature of evaluating marketing efficacy in the fashion industry.

The meticulous evaluation of key performance indicators, encompassing website traffic, sales performance, and engagement metrics, is deemed quintessential for discerning the efficacy of marketing initiatives. This concurs with Kotler's (2020) assertion that comprehending the effectiveness of marketing strategies is a prerequisite for achieving brand growth in the fashion industry. Moreover, the symbiotic relationship between brand loyalty and profitability is accentuated, elucidating the pivotal role of devoted customers in contributing to a brand's triumph.

In the course of this study, the challenges that brands encounter in maintaining consumer loyalty have been brought to light. Upon the analysis of the qualitative data gathered from the semi-structured interviews, it was observed that contemporary consumers may exhibit a reduced level of brand loyalty in comparison to preceding generations. Furthermore, the respondents underscored the rapid evolution of fashion trends and the necessity for brands to continually adapt to remain competitive.



Baykak et al. (2011) emphasise the criticality of brands constantly enhancing and adjusting their marketing strategies in response to industry shifts to remain pertinent in the dynamic landscape of the fashion industry.

Drzewiecka (2024) accentuates the significance of brand efforts in market competitiveness. The quantitative results obtained from the consumer survey further underscored the importance of marketing campaigns in establishing and perpetuating consumer loyalty. Jin et al. (2017) assert that brands can employ marketing as a potent tool for nurturing consumer loyalty.

Additionally, the keen competition presented by fast fashion companies, as highlighted by the semi-structured interview participants, aligns with Long and Nasiry's (2022) discussion on the rapid pace at which fast fashion companies operate in contrast to traditional fashion retailers, attracting repeat customers through frequent product releases.

These insights afford a lucid comprehension of the challenges faced by fashion brands in fostering and upholding consumer loyalty. The research findings underscore the significance of employing adaptable marketing strategies and brand management practices to effectively address these challenges.

5. CONCLUSION

The investigation rigorously pursued a scholarly course, driven by the objective of scrutinizing the interrelationship between marketing strategies within the fashion industry and their influence on consumer loyalty. The initiative commenced with a comprehensive review of pertinent literature to coalesce with existing knowledge and discern pivotal trends.

Subsequently, a methodological approach of mixed methods was adopted, encompassing the conduct of semi-structured interviews with industry professionals and the execution of a survey centred on consumers. This methodical approach facilitated the assimilation of both qualitative and quantitative data, ultimately engendering nuanced insights.

Limitations and future direction

It is imperative to address several limitations that may have influenced the findings. The primary limitations arise from the data collection methods, specifically the interviews and questionnaires. Firstly, it is important to note that the sample size of interviewees may have constrained the findings. In an attempt to balance obtaining diverse viewpoints and ensuring concise data analysis, 4 industry experts were selected. While this approach was intended to provide a comprehensive understanding, a larger sample size would have facilitated a more in-depth analysis. Furthermore, the contextual and situational factors inherent in qualitative research, such as subjectivity, can present challenges in ensuring the validity of the findings. While methodological approaches were implemented to address these concerns, it remains crucial to acknowledge the inherent subjectivity of qualitative research.

Lastly, the employment of a mixed methods approach, combining qualitative interviews and quantitative surveys, may introduce complexities in data integration and analysis.



Recognizing the potential for inconsistencies between qualitative and quantitative results is paramount, as it may lead to complexities in data analysis. Despite these limitations, the study offers valuable insights into the realm of fashion marketing and its effects on consumer loyalty. It serves as a robust foundation for future research and encourages further exploration of this intriguing subject.

To enrich future research endeavours, it is advisable to broaden the scope of this study beyond the confines of the UK. This expansion should include diverse geographical locations and cultural contexts to gain valuable insights into the influence of marketing on consumer loyalty in varied regions.

Undertaking the study in various cultural settings will allow for comparative analyses with the current UK study, shedding light on commonalities and providing new perspectives on how consumers from different cultural backgrounds perceive and respond to fashion marketing strategies.

Specifically, delving into the variances between Western and Eastern cultures holds the promise of an in-depth comparative study, examining how cultural values and norms shape consumer behaviour and brand loyalty in distinct ways. In forthcoming studies, the incorporation of additional research methodologies, such as focus groups, could augment the existing findings.

This augmentation would facilitate a comprehensive discussion and evaluation of diverse perspectives on marketing and consumer loyalty.

Moreover, extending the survey duration to a longer period, between 6 to 12 months, would yield a larger sample size, thereby bolstering the reliability of the findings and enabling a more thorough understanding of the relationship between marketing strategies and consumer loyalty in the fashion industry.

Acknowledgment

The paper is the outcome of a scientific project carried out in the initial half of 2024. There are no conflicts of interest, and the study did not receive any external funding.

The data that support the findings of this study are available from the corresponding author, AAD, upon reasonable request.

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