

The Necessity of a New Consumer Buying Business Model in the Social Media Platform

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ABSTRACT: The switch to relationship marketing from transactional marketing has marked the new responsibilities of the marketers to reinforce the necessary skill sets, behaviour and aptitudes for capitalizing social characteristics of the modern digitalized business environment. The ultimate focus of the marketers remains on the accomplishment of loyal customers. For doing so it is necessary for the companies to outwit their competitors by gaining competitive advantages. The relationship marketing model should be incorporated in digitalized businesses so that the marketers are able to identify the behavioural patterns of the customers and take necessary actions accordingly. Digital marketing has enabled the brands to reach out to wider customer bases. It has been found from the study that the excessive use of social media has resulted in several high-street fashion retailers closing down their business. Therefore, it is important for retailers to identify the benefits of using social media. It would allow them to compete effectively with online fashion stores, which are highly benefitted by the platforms of social media.

KEY WORDS: Social media platform, Relationship marketing & innovative business model

I. INTRODUCTION

Social media allows user participation in a common platform through interactive technologies that enable the exchange of information, interests and ideas. Social media is basically virtual communities that are mediated through computers and mobile phones, amalgamating the different forms of human expressions (Jothi and Gaffoor, 2017). This study provides a comprehensive overview of the use of social media as a buying business model. This study is wide in scope as it provides an insight into the ways in which social media platforms serve marketers today in the fashion industry. The fashion landscape continues to involve the influence of technology and innovation. The intervention of social media in business led to a dynamic transformation and eventually social media turned into an essential marketing strategy. The platforms offered by social media connect the marketers with the consumers. It helps in creating brand awareness which has helped marketers to boost sales and leads. According to Gekombe, Tumsifu and Jani (2020), the fashion industry is largely benefitted from the platforms of social media because the target market of most fashion brands is largely engaged over social media sites such as Facebook, Twitter and Instagram. Social media is currently not a passing trend because it engages over three billion worldwide users every month (Aydin, 2020). Social media has enabled the customers to build a community where they can share their opinion of a particular product or services (KHOA, 2020). The increased use of the platforms of social media has affected the high-street fashion retailers. While using social media, customers are able to access product review and compare several brands; this is hardly ever possible with high-street fashion retailers. Therefore, it is essential for the high-street fashion retailers to leverage the use of Facebook, Instagram and other popular social media platforms to make customers aware of their brands. This would be a benefit to them because the customers would be able to recommend their fashion products to their friends and family through the platform of social media. It is one of the most effective ways to reach out to customers.

Social media is a dynamic invention and its rise in the 21st century has been incredible. Facebook is the largest platform of social media with more than 2 billion users (Khatib, 2016). The other platforms of social media including WhatsApp and YouTube each have about one billion users worldwide. Therefore social media has a wide reach for which marketers across the world have utilized it for the benefit of their businesses. On the other hand, social media eventually became important to the shoppers as they are able to reach out to their favourite brands regarding their issues, concerns or queries. It is a popular choice especially for fashion shoppers for the following reasons.

II. AIM & OBJECTIVES OF THE STUDY

The current study provides an extensive analysis of the use of social media as a buying business model for modern businesses. The purpose of this study is to assess the role of a new buying model in the platforms of social media. The aim of the study is to evaluate the popularity of social media among fashion shoppers and how it has challenged the traditional buying methods. This study has referred to the relationship business model for evaluating the strategies for the retention of customers. Analysis of the significance of the social media regarding purchasing choice of the wealthy customer stalks about the connection among modern business, social media and modern business. Evaluation the relationship between fashion industry and marketing and necessity of innovative business model help to point out the demand of social media among the fashion shoppers. Hence these two are the main aims of this research.

Objectives of the study:

- To analyse the significance of social media platforms in the purchasing choice of wealthy customers.
- To evaluate the strategic role of the fashion industry and the relationship marketing in the digital era.
- To critically evaluate the necessity of innovative business models for sustainability and growth.

Aim of the study strictly focuses on the necessity if a new consumer buying business model in the social media platform. The first objective of analysing the purchasing choice of wealthy customers in social platforms closely follows the aim. The second objective of strategic role of fashion industry and relationship marketing focuses on the need of marketing to attract consumers. The final objective focuses on innovative business models which are necessary for social media platforms.

III. METHODOLOGY:

This study has been implemented with the use of sources of secondary data and information such as books, journals, magazines, research articles and e-blogs for the conceptual understanding of the matter. The researcher has referred to marketing models, concepts and theories for demonstrating the role played by digital marketing in the fashion industry and also for identifying the determinants of the changing trends. This study provides knowledge about the buying behaviour of customers and how digital marketing has influenced the purchase intention of the customer needs & necessity of innovative business model.

Objective 1: Analysis of purchasing trends of the wealthy customers through social media platforms

Social media eventually became a popular choice for fashion shoppers as the platforms of social media have

inspired the purchase decision of shoppers. Social media is now the new go-to-place for the discovery of fashion products, and brings the newer trends on a regular basis which are followed by the young people. Shoppers usually try to abide by the trends and hence their decisions of purchase are constantly kept on being influenced through this platform. Recent study has revealed that, purchasing decisions of 74% customers depends on the network of social media while another social media report demonstrated that referrals of social media plays a crucial and influential role in the buying decision of 71% consumers (Poorthuis, Power and Zook, 2020). This statistic explains the influence of social media sites to engage the potential wealthy purchasers. This is evident for especially the younger Gen Z customers ageing between 18 and 24 years (Marketingcharts.com. 2019). The millennial are also largely engaged on these platforms as they are able to discover new brands that inspire their purchase. L'Oreal, Nike and Adidas are perhaps the most popular ones to have influenced the buying intention of the shoppers.

Social Media-Inspired Fashion Purchases

(% of online fashion shoppers whose most recent fashion purchase was inspired by social media)

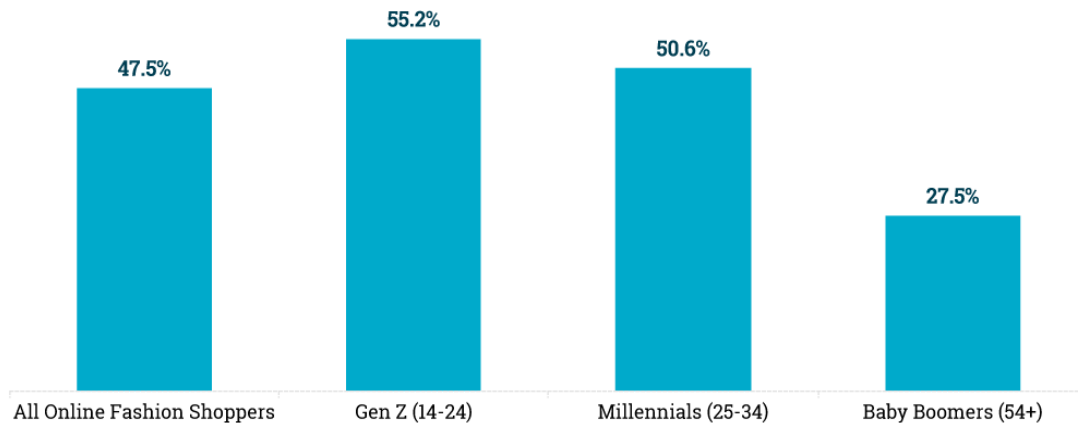


Fig 1: Fashion purchases inspired on social media

(Source: Marketingcharts.com. 2019)

- Social media is becoming popular among fashion shoppers as the social platforms keep the shoppers **updated with the latest products/services**. Shoppers are able to avail every details of the latest products, specifications and services from the social media. In case of fashion garments, they can easily learn about reviews and feedbacks about the products. This enables shoppers to understand the pros and cons of the products. The fashion brands such as Coach, Adidas, Nike and others are able to inform the users regarding their latest launches. This is another important reason for social platforms to become increasingly popular among fashion shoppers.
- The **blogs** on social media platforms such as Facebook and YouTube have allowed the users an unlimited and independent space for expressing themselves. Unlike fashion shows and updates on televisions and magazines, social media blogs update the fashion shoppers regarding the latest fashion trends (Khatib, 2016). These blogs appear in the form of videos or written contents that possess a strong individualistic and elitist outlook. Blog posts and any other social media posts create a huge influence on consumers by building awareness among them about any certain type of garment or merchandise. It is this awareness which influences the behaviour of consumers in deciding whether to opt for a certain product or not.
- Social media allows the shoppers to directly **communicate with fashion brands** regarding their concerns, complaints and queries. They are able to post their feedback on the fashion products that they have used. This factor further influences the buying intention of other users. Following social media is a very popular trends that has been adopted by the general mass these days. In this, some celebrities promote the garments of a particular brand. If the concerned celebrity is a favorite for customers, then the same person would opt for that particular brand and in this way, their affinity for purchasing garments from social media increases.
- Social media has become increasingly popular among fashion shoppers because these platforms enable shoppers to make a **direct purchase**. The brands inform the buyers regarding the price and other product aspects and the interested users could make a direct purchase by sharing their contact details on the direct message boxes (Lever *et al.* 2017). The product is delivered to the customers. They either pay online or on delivery and this convenient feature have made the social platforms popular across the world. This factor is directly related to the buying behaviour of the customers. Traditionally, the 'Brick and Mortar' business model was famous among the customers and they favoured it because they can go, trial and choose the products they want. However, the digital model of business is giving them all the facilities sitting at home and this has enhanced the need of shopping among the consumers. Therefore, e-Commerce has grown a lot digital model of business and marketing are becoming successful.

The reasons mentioned above have made many fashion brands popular on social media sites. The fashion shoppers are largely benefitted because a majority of them are Gen Z or millennial who is largely mostly engaged on the various social media sites.

Challenges faced by the traditional buying process due to the social platforms

The traditional buying process refers to buying products or services from brick-and-mortar stores by paying cash money. Here people are able to see and touch the actual product before purchase. The way people use social media has changed under marketing influences and business intervention. The purpose of social media was to connect closed ones and provide them with an interactive platform for sharing interests and information. However, because social media has been utilized for brand awareness and developing customer loyalty, the process of traditional buying has been largely affected. For example, social platforms have led to the closure of retail stores. The small-sized businesses are mostly affected due to the rise of social platforms. Some of the challenges faced by the traditional buying process due to social platforms are discussed below.

- **The decline in consumer loyalty-** The intervention of social media in the buying process has engaged the attention of a large number of users. The conveniences provided by the social platforms are not offered by the traditional shopping methods. In case of traditional shopping methods, consumers are not able to understand how useful the product is unless it is being used for some times at a stretch while customers are able to judge a product or service based on the reviews shared on social media sites (Siddiqui and Singh, 2016). They are consistently updated about the current trends which are lacking in traditional shopping. Customers are not able to compare merchandises in traditional shopping which is available on online platforms. This led to the decline of customer loyal in traditional shopping methods.
- **Retail store closures-** The small-sized fashion businesses that offer retail shopping facilities are largely affected due to social media platforms. The big brands and individual businesses market their products on the social platforms and offer delivery services at the same time. This led to the closure of retail stores. Even the traffic in the retail stores of bigger brands is affected due to the intervention of social media networks in businesses. For example, some big brands like Monsoon, H&M Topshop and Body Shop closed many of their retail stores due to the increased traffic of shoppers on online platforms (Alalwan, 2018). Therefore, the traditional buying process in which customers visit stores for making a purchase is fading away. Since the retailers in social media have grown over time, they have offered a wider portfolio of products along with a simple experience of purchasing along with a comfortable level shopping along with convenience. Thus, traditional shopping is not being opted by many.
- **Impact of social media reviews-** The traditional shopping methods are largely affected due to the reviews and feedbacks that are shared on social media platforms. Many people on YouTube make video blogs for reviewing products. The customers visit a store on the basis of the reviews. Previously people got to know about a product from a few people including friends and families. However, now people have access to mass review which has changed the traditional shopping habits of consumers. As a result, the businesses that are dependent on traditional shopping methods and old business models are largely affected.
- **Lacks of shopping convenience-** In the traditional buying process, the customers are required to visit stores to purchase a product or to use a service. However, the social media purchase process is rather different. It allows communication between the customer and the company before a purchase is made. Most products are delivered online and the customer does not have to visit stores. They are also able to make online payment which does not happen in conventional purchases (Tajudeen *et al.* 2018). The customers today, especially the millennial barely carry hard cash and prefer to use online payment methods for making purchases. People are able to use online paying methods for buying products. Shopping is made easier with the intervention of technology and innovation.

The challenges that high street fashion retailers are facing social media: High-street fashion retailers are facing several challenges from social media and it is usual for the retailers to either close some of their stores or close down entirely. One of the significant factors that result in the ending of high street retailers is the convenience and lure of social media. According to the survey of PWC, the exits of high street retailers, including fashion retailers, is high. In the year 2018, financial services and banks were among the top net fallers, followed closely by fashion retailers (Rocamora, 2017). Gap announced that it would close more than 200 stores all across the world, due to the restructuring program launched by its US parent company. Once again in 2018, House of Fraser declared that they have decided to close down 20 out of 59 stores all across the UK, including the store in Oxford Street, London. High Street Fashion retailers have suffered several blows due to the increasing preference of social media. The online fashion retailers, like Boohoo, Nasty Gal and Pretty Little Thing have experienced significant growth. The performance of Boohoo among all the other fashion retailers was especially impressive, boasting a revenue leap by 97%, between the years 2018 and 2019. There are several factors which led to the high street footfall of high Street fashion retailers. The rise in mobile shopping has been observed as the most potential factor which declined the performance of online fashion retailers. The younger customers (Gen Z and millennial) are more likely to make purchases via smartphone devices and this has been

highly advantageous to the online fashion retailers. On the flip side, the increasing use of smartphones among the younger customers of developed and developing countries have affected the advancement of high street fashion retailers (Bonetti and Perry, 2017). Mobile optimization in digital shopping has altered customer trends and the shift in the buying behavior has been a major concern for high-street retailers. In order to explain the difficulties faced by the high-street fashion retailers, the concept of retain-apocalypse must be brought up. It refers to the continuing trend of customers making online purchases. Customers have long identified the convenience and ease of mobile shopping and therefore, they find it increasingly useless to visit a store in order to purchase fashion products. This has concerned the high-street fashion retailers and forced them to think otherwise. It is increasingly difficult for fashion retailers to compete with online stores, considering the benefits and verities associated with online shopping. Due to the enhanced use of social media, high-street fashion retailers have experienced reduced customer loyalty. These days, it is more likely for customers to compare thousands of fashion brands before making the final purchase and it is impossible for the high-street fashion retailers to provide customers with the same experience. This is one of the possible factors which led to the closedown of several fashion retail stores (Frasquet *et al.* 2018). The customers use social media in order to compare brands and read online reviews shared by the customers. This influences the purchasing decision of the customers to a great extent. This is, however, not possible with high-street shopping and therefore, it is important for the high-street fashion retailers the use of social media with effectiveness.

Objective 2: Strategizing the relationship marketing: Customers are believed to be the decisive factor which determines the failure or the success of a business. Despite the development and adequate technologies undertaken by the competitive world of business, it has been observed that the core concentration for consumers is still the same. Consumer behaviour has evolved over the years and therefore, digital culture has been adopted by them in order to become more informative and knowledgeable. This change in consumer behaviour is noticeable in the fashion industry as well (Sudha and Sheena, 2017). The endless access to information enables them to compare different brands and therefore, they might choose to switch to the competitor if their products are services are better. It is ever more challenging for the fashion industry to retain customer loyalty. Customers are always looking for experimenting with new services and products and therefore, it is unusual for the WOM (Word of Mouth) recommendations to be effective. Therefore, the fashion industry should create personalized dialogue for customers with excellent contents.

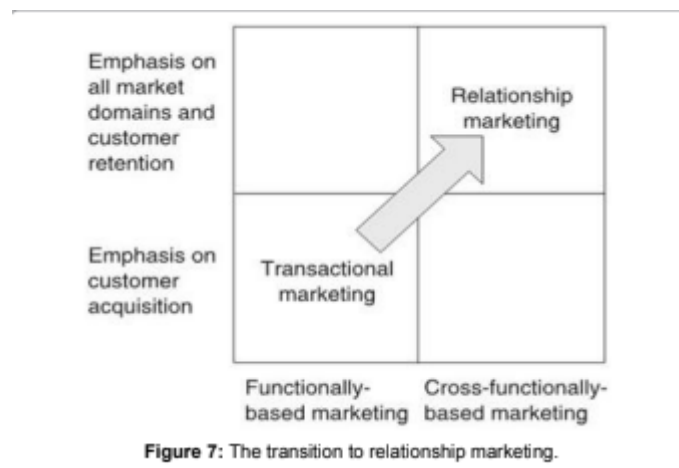


Fig 2: The transition to relationship marketing
(Source: Rathnayaka, 2018)

Transactional marketing and relationship marketing: It is essential for the fashion industry to respond to the changing customer behaviour and therefore, a strategic mode is required to understand customer relationship. This would allow them to customer loyalty and customer retention through the process of customer engagement (Ahmad *et al.* 2015). This is due to the fact that marketing philosophy has shifted from transactional marketing to relationship marketing, as observed in Fig 2. Customer relationship marketing is usually associated with a business process where customer loyalty, customer relationship and brand value are built through the activities as well as strategies of marketing.



Figure 8: Relationship marketing hierarchy.

Fig 3: Relationship market hierarchy

(Source: Rathnayaka, 2018)

There are some chief benefits served by CRM on the business of fashion industry in the social media which include customer segmentation, effective utilization of time, accessing the most relevant information and the social media interactions which are centralized. The CRM can also be integrated properly with the help of a secured gateway of payment. It is due to CRM, businesses are able to build as well as maintain customer relationship for an extended period of time. While maintaining a relationship with new and existing customers, the fashion industry would be able to streamline the organization's corporate performance. The current relationship marketing has been developed on the basis of a society which is more technology-driven and internet is believed to be the ideal factor for building a relationship (Esteban-Santos *et al.* 2018). It is imperative for the fashion retail sector to strategize their relationship marketing as a sound reason for consumers to go for a specific brand. CRM drives and organizations are able to achieve this through effective management of customers, as presented in Fig 3.

The key factors which increase relationship marketing in the fashion industry: The significant factors for increasing relationship marketing are discussed below:

- Customer satisfaction: This is the most significant factor in increasing relationship marketing. It is essential for the fashion industry for upgrading the quality of their services as well as products in order to drive customer satisfaction. This also allows them to create positive WOM (Word of Mouth) from their customers and enhance customer loyalty (Henninger *et al.* 2017). It is imperative for the fashion industry to identify the importance of customer loyalty as it would enable them to retain and acquire existing and new customers.
- Customer service: This is believed to be the most critical factors for increasing relationship marketing. Therefore, responding to the customers in need is essential for upgrading the quality of customer service. Maintaining the quality of customer service would ultimately drive the success.
- Segmentation techniques: It is essential for the fashion industry to improve their relationship market through segmentation techniques. Moreover, proper segmentation is needed for identifying the requirements of the customers in a personalized manner (Henninger *et al.* 2017). Due to this, the customers of the fashion industry would be able to become more familiar with personalized services received by them. As a consequence, the customers would develop an emotional attachment with their favourite brands.

The successful implementation of relationship marketing: The current business world is subjected to competitiveness and therefore, it is not enough to upgrade the quality of products or services to achieve competitive advantage. This is also applicable to the fashion industry and it is essential for the fashion brands to build and maintain an effective relationship with customers. This would allow them to differentiate their products and offerings on the basis of customer expectations (Chan *et al.* 2017). Moreover, it would also give them an opportunity to maintain the loyalty of the customers, which is an important strategy for customer retention as well.

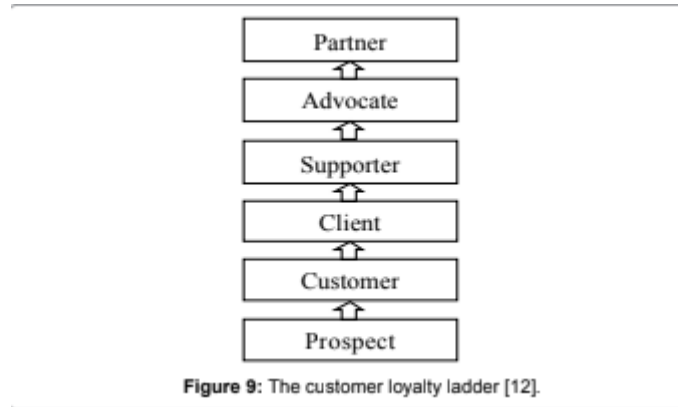


Fig 4: The ladder of customer loyalty
(Source: Rathnayaka, 2018)

As shown in Fig 4, in order to initiate customer relationship, it is necessary for the fashion industry to start with the prospect. When individuals transact with a particular brand, it is obvious that they would become the customer of that particular brand. However, if the same customers continue to receive benefits in return, and continue their business with that brand, then it is possible for them to become a client. This is believed to be a crucial stage, as the customers gradually become supporters of a specific brand (Bonetti and Perry, 2017). This is possible when the customers continue to make purchases and in this process, they become an advocate. Once this process continues, the customers become potential partners for the specific brand or company. This is possible through two different stages and these are discussed below:

- **Customer engagement:** The bargaining power of consumers has become high especially due to the advent of the digital era and besides this; the switching cost needed to switch from one fashion retailer to another is comparatively lower. Therefore, strategic management of customers is specifically needed and in order to manage customers, engaging with them is a primary requirement for the retailers (Romo *et al.* 2017). It is only through customer engagement, they would be able to understand their needs.
- **Personalization:** Selection and identification of target customer allow the organizations to drive CRM. In the digital era, the customers expect personalization and they are satisfied with it. In this process, there are several alternatives and the customers are able to interact with these. Personalized is widely applied in the fashion industry and therefore, it is important for the customers to exhibit their personality through their outfits (Romo *et al.* 2017). The brands categorize their customer base on the basis of the past purchasing behaviour. This could be understood better from Fig 5.

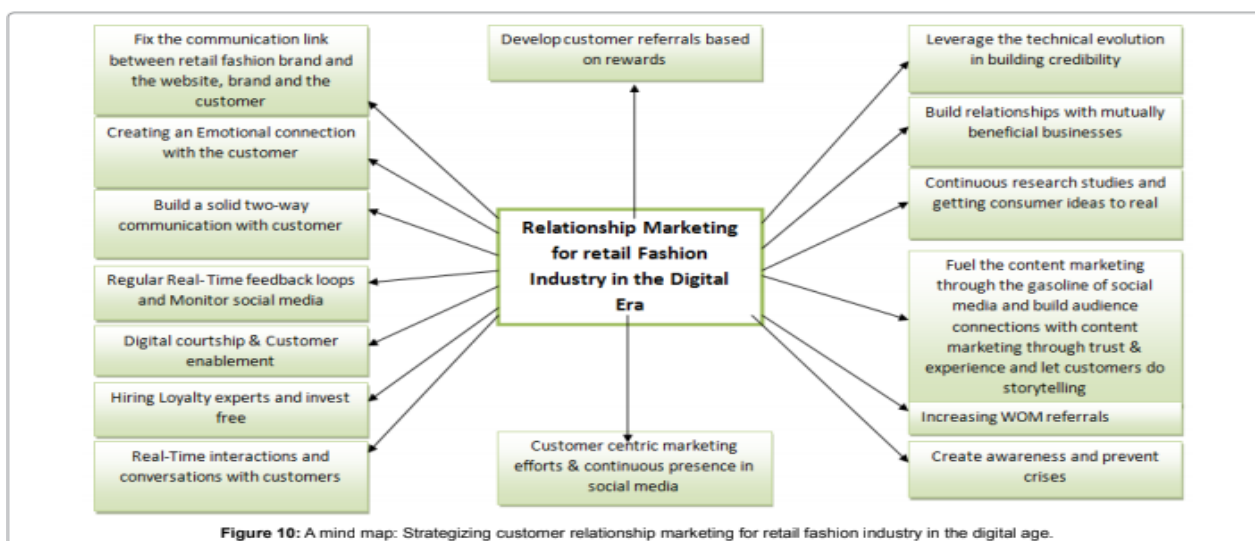


Fig 5: Mind Map for Retail Fashion Industry’s relationship Marketing
(Source: Rathnayaka, 2018)

Strategic response of the marketing professionals on the basis of skills, behaviours and attitudes

The marketing professionals could be redefined in terms of attitude, skills and behaviour and these are discussed below in details:

- **Attitude:** In marketing, it is essential for organizations to win the strategic competition and occupy a better position than the competitor. However, in the current marketing situation, it is important for the companies to establish mutually beneficial attitude with their rivals (Ananda *et al.* 2015). This attitude is required where the digital media is observed as a platform and this attitude is also required where customers develop the brand's paddy power along with tarnishing a company's brand image. In this case, the strategic response would be to use the digital media to gather knowledge about the competitors. The companies need to use social media pages where it will review positive and negative feedback and that will help them to know about the progress of their rivals. This would help the organisations to set their attitude towards developing in changing strategies and winning the strategic competition.
- **Skill:** In an attempt to drive customer management, it is essential for organizations to enhance customer engagement through the process of customer interaction. This is achieved through the several technical skills (digital engineering, statistics, mathematics, computing and analytics) of the marketers. These skills are particularly required for understanding digital customer behaviour as well as the data patterns of past purchase (Bonetti and Perry, 2017). This would also allow them to create content for digital media. In this case, the strategic response would be to connect with the customers digitally and provide them 24*7 services using the statistics and analytical results. In this way the firms would be able to manage customer engagement using their digital skills.
- **Behaviour:** In an attempt to achieve the digital culture market, marketers are required to develop attitude and skills which are relationship-oriented. The marketer behaviour indicates to the strategic visualization of salience and value, which are required for digital customers. This would allow them to build as well as maintain emotional content possibly in every interaction they make with their customers (Ananda *et al.* 2015). It is essential for the marketers to locate their behaviour more strategically in a digital business environment through campaigns as well as real-time interactions so as to shape and identify customer behaviour, which would allow them to build customer loyalty as well. They would be able to create an emotional connection with the customers through an online environment. In this case the strategic response would be to understand the emotions of the consumers and develop visualization and proper content so that value of the business increases. Marketers need to do extensive market research following the current trend and they also need to guess the future trend and prepare their contents accordingly.

As observed from the discussion, it can be asserted that fashion retailing industry is subjected to a short life-cycle. Therefore, in the current digital culture, it is essential to observe social media as a trendsetter, for individuals and society as a whole. It shares comments, displays and finally revolutionizes multiple fashion trends for customers. Due to this, the wants and needs of the customers have been identified and the fashion industry has been able to satisfy the customers through extensive offers (Sudha and Sheena, 2017). In the digital era, marketers create value and deliver it to the customers in a more personalized form. Customers choose to make online purchases due to the enhanced penetration of internet, status concerns, busy schedules, and access to information regarding global trends and brands. Customers, in the current business context, choose to switch brands and therefore, retaining the interest of the customer is one of the significant challenges facing the fashion industry. Therefore, lifelong customer loyalty cannot be expected from the millennial and Gen Z customers, in particular (Ahmad *et al.* 2015). Therefore, developing strategies for building effective customer relationship is essential for fashion retailers.

Objective 3: Innovative business models for growth and sustainability : The fashion industries across the world have embraced multiple business models including the Luxury Business Model, Premium Business Model, and Fashion Business Model and so on. The fashion houses like Louis Vuitton, Gucci, Chanel, Ferrari, Hermes, which dominate the market, have adopted a unique and common business model. Fashion business model is something that is generally seen in the local and small fashion houses. Generally, it is very difficult to produce fashion products on demand as they required a lot of time designing and finishing. However, the local designers try to understand the basic requirements of the local people and try to prepare their inventory in just— in-time manner. This helps them, to quickly produce fashion products that would help them to satisfy the customers and positively engage with them. Since the fashion industry is constantly evolving with newer trends, therefore it is important to incorporate a number of business models which can help high-street fashion retailers, retain their customers who purchase from their stores. It has been observed that there are several strict principles for the Luxury Business Model which requires them to preserve and maintain the uniqueness and non-comparativeness of luxury and fashion products (Betzing *et al.* 2018).

These luxury brands are required to follow certain guidelines. Premium business model follows the concept of earning high profits on low sells. Following this model, the large fashion houses sell high-end products to their customers and deliver them premium services. In order to retain the in-store customers, it is important for high-street fashion retailers to incorporate innovative business models. The business model would allow retailers to engage the customers in their business. The business model would enable them to increase their social media presence and expand their platforms for the purpose of engaging audiences with effectiveness (Sudha and Sheena, 2017). The business model is essentially important and it would communicate to the fashion retailers the importance of introducing new products to the market. Therefore, it is impossible to ignore the necessity of adopting a business model. It tailors the message of the retailers in order to compel the in-store customers for exploring deeper. The brick-and-mortar stores have lost some relevance to the online shopping facilities provided by social media platforms. The conventional stores need to install a new buying model for increasing the traffic of in-store customers. With the intervention of social media in the fashion industry and the business landscape, the traffic of in-store customers has reduced to some extent. A new business model could help the businesses to build strategies which could increase the traffic of in-store customers. The traditional shops must distract the customers from social media shopping through the application of a new business model.

The **relationship business model** indicates a switch to relationship marketing from transactional marketing for the retention of in-store customers. Previously when social media shopping did not exist, most traditional businesses were run through a conventional business model based on transactional marketing (Rathnayaka, 2018). However, this business model or marketing model created a rift between the organizations and their consumers. The transactional business model was adopted by those who believed in 'point of sale' transactions. These businesses emphasized on increasing the volume and efficiency of individual product sales and were not bothered about developing relationships with the customers. The adoption of the relationship business model would enable the traditional businesses to retain customers through personal interaction, discounts and offers. The offers must be more lucrative than social shopping and must attract a wide range of customers.

Why do high-street fashion retailers leverage usage of the social media?

In order to gain a competitive advantage over online fashion stores, it is important for high-street fashion retailers to leverage the use of social media. There are several ways in which high-street fashion retailers would be able to retain customers and increase their in-store experience. The high-street fashion retailer is required to use social media as an influencer and reap the benefits of it. From the perspective of marketing, it is possible for the high-street fashion retailers to increase their ROI (Return on Investment) by building an effective relationship with the users of social media as nothing seems more powerful than word-of-mouth (Park *et al.* 2016). The high-street fashion retailers might as well use social media to enhance their sales as well as extend their awareness. This would be beneficial to the retailers as well as to the users of social media. The people these days are more prone to using social media and hence they have to be pursued tactically. However, building a potential relationship with the influencers would require the retailers to invest in both effort and time. It is essentially important for fashion retailers to understand their value and brand inside out. Moreover, high-street fashion retailers must develop an effective knowledge of potential influencers. Engaging with an online community would not only allow them to retain the existing customers, but it would also allow them to attract new customers to their business. Influencer marketing would be a key to success for the fashion retailers and it would drive their sales and enable them to achieve their sales target.

The bridge model refers to the social tie which is used for connecting two or more groups in a platform of social network. The local bridge is used for connecting two nodes using the shortest route (Maryam *et al.* 2015). This model is applicable in social networking. If the local bridge does not exist the distance between the nodes would eventually increase. This is applicable from the standpoint that social media is an interesting platform which inspires people to remain connected to one another. The link is used for making a chain of connections which is a prominent feature of social networking. The platforms of social media work like a bridge which makes this theory easily applicable in this context. It creates a link for connecting people by providing them a single interactive platform. Similarly, the bridge model also indicates a link between people having a common interest. For example, fashion shoppers interact with one another regarding their opinions of products and services that they have used. The model was initially designed in context to social connections. This theory is however highly applicable in the context of social media.

Importance of UGC in high-street fashion retailing : Besides using an influencer, it is important for the high-street fashion retailers to adopt UGC (User Generated Content) in order to attract more potential buyers to their business. UGC is important because the retailers would be able to use it as word-of-mouth recommendation and

customers would amplify their brands by sharing their photos on the social media platforms. UGC is widely practiced by brands like Misguided. Social media platform like Instagram is used by these brands to share UGC and attract customers. The high-street fashion retailers should be able to encourage their customers to share their photos on Facebook and Instagram wearing their outfits (Maryam *et al.* 2015). This would encourage more customers to buy their products and moreover they would be able to identify themselves with real people who are wearing high street fashion products.

IV. CONCLUSION

Clothing fashion is changing in every year. Sometimes fashion go back early 60 & suddenly go back early 18th century. Sometimes it comes with the mix of different century's outlet. To cope up these challenges the store role will need to be changed. Traditional store concept is now falling stage like product life cycle & no longer attractive. Store now will take to step innovative way to serve the customer; otherwise all big high street retailer lose their availability due to the increase of online sales & different on line platform such as social media. The effective use of social media and link with the store will make a new dimensions of the business. Customer will be more satisfied & sales performance also increase. Innovation of ideas will make the store alive side by side the presence of online & social media marketing. Present consumer buying process in marketing literature is no more effective way to take an individual decision. Previously customer, before buy the product taken advice from the family members & friends. Instead of these presently one group customer search online customer comments about the specific product performances which are definitely in many cases a wrong information. To overcome these challenges all the business like high street fashion retailers need to think how effectively they will attract the customer especially in store to use social media platform To adjust all the previous buying behavior models which are now obsoleted, need more rectification using appropriate & effective use of rapid changing technology.

V. RECOMMENDATIONS:

All previous research were identified by researchers how the online marketing progressing so rapidly; also highlighted how does the social media impact on business specially in fashion industry. The all researchers are emphasized the previous buying models of business & their effectiveness to use social media platform. However, they failed to identify the real challenges are now facing the High street retailer to attract new demographics in store. All the previous models explained the attitude & behavior side of the customer, marketing performance specially Brand success.

Therefore, there is need to develop a new concept & model in terms of using modern technology; attract all ages of demographics to use both company website ,store & social media more alien.

The followings are the recommendations of new business model which combined all in a hub:

- Restructuring store facilities
- A single platform is never enough and therefore, it is essentially important for the high-street fashion retailers to create an Omni channel social presence.
- Social media platforms can be used by the high-street fashion retailers for supplementing the marketing campaigns which already exist. This would enable them to launch a product and run a promotion with effectiveness.
- Use artificial intelligence to personalize the requirement of individual customer
- How the new outlet & design fix & match with the customer appearance, face & body size
- Display the customer front, back matching with the outlet.
- Involve the customer more aggressively to design the new outlet.
- Link a new network among store , social media platform & online sales to real measure of customer satisfaction according to the change of modern technology

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