

# Role of Influencer Marketing in Fashion Industry

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## I. INTRODUCTION

Influencer marketing with a focus on the fashion industry is known as "fashion influencer marketing." Collaboration with popular users of social media sites like Instagram, YouTube, Facebook is used to spread the word about something linked to the fashion industry.

By consistently producing and disseminating material on fashion, beauty, and lifestyle, "fashion influencers" have amassed significant online followings. They have built credibility as leaders in their industry, and their followers listen to and trust their advice.

When a clothing company collaborates with an influencer, the influencer will often produce promotional material for the company's wares. A video review or instructional using the company's products are two examples of this. In turn, the influencer's fan base sees the brand, which may boost exposure, interest, and ultimately, sales.

Because of the growing sway of social media in moulding consumer behaviour, fashion influencer marketing has exploded in popularity in recent years. It may be used to increase brand recognition and sales since it allows businesses to communicate with potential customers in a genuine and interesting way. The use of social media to communicate with and sell to consumers has revolutionised the fashion industry. Social media provides a fantastic platform for the fashion industry to expand its client base and provide cutting-edge service.

Instagram, Facebook, Youtube, and Twitter, among others, have emerged as potent channels for fashion brands to reach their customers and promote their wares. Brands in the fashion industry may use these sites to showcase their wares, let customers in on some of the inner

workings of their operations, and promote their partnerships with tastemakers.

## THE INDIAN FASHION INDUSTRY

The textile and garment business in India is one of the country's largest and most ancient industries, with a history dating back thousands of years. Specifically, according to the Indian Brand Equity Foundation, "India's ancient culture and traditions in terms of weaving and weaving-related products distinguishes the Indian textiles sector from other countries" due to "the close linkage of the textile industry to agriculture (for raw materials such as cotton), as well as "India's ancient culture and traditions in terms of weaving and weaving-related products" (IBEF). Based on estimates from the World Bank, India's textile sector is currently valued at roughly 108 billion dollars, with projections indicating that it would rise to 223 billion dollars by 2021. Additionally, the industry directly employs around 45 million people, with an additional 60 million people employed indirectly. Approximately 5 percent of GDP and 14 percent of the country's total Index of Industrial Production (IIP) are attributed to the Indian textile sector, which contributes to the country's overall GDP (IIP). To put it another way, textiles account for roughly 13.5% of India's total exports, making it one of the most significant sources of the country's export revenues, totaling \$42.24 billion in 2017. Brands such as Benetton, Zeddioc, Z3 and Zara have seen a significant increase in sales. To put this into perspective for department stores and hypermarkets, brands like Zara and Armani have higher per-square-foot sales in India than Forever21 and Uniqlo have during the same period last year.

With a current valuation of INR 1000 crore and a market value of INR 20,000 crore, the Indian fashion sector is worth INR 20,000 crore. However, only a dismal 0.2 per cent of the world market is taken up by Indian fashion, according to industry estimates. Due to the fact that Indian

fashion has only lately transitioned from its infancy to its growth stage, this is, nonetheless, to be expected. The signs are all around us: a growing number of designers, shops and outlets, design schools, and clientele are just a few example.



**Niki Mehra**

Niki Mehra is an established name in the Indian fashion and beauty blogging community thanks to the innovative and eco-friendly ways she has honed her own signature style. She has spent the past six years collecting and organising fashion-related posts from around the web.

She has more than 300,000 followers on Instagram, and she's used the platform to share innovative ways to improve high street fashion with the hashtags #NMRethinks and #hacksbyniki. She thinks it's important to embrace one's own sense of style rather than worry about falling behind in the fast-paced world of fashion. She has been featured in, and even on the cover of, several publications. In addition, she has been invited to appear on radio programmes, podcasts, and at Fashion Week events in the world's major fashion centres.

## II. REVIEW OF LITERATURE

### JewonLyu and Jihyun Kim 2021

JewonLyu and Jihyun Kim's research sheds light on how consumers' perceptions of brands and feelings of belonging in virtual communities influence their behaviour in the setting of social media and omnichannel shopping. The authors use social identity theory to show how followers of social media influencers are more likely to feel favourably about the companies they see displayed on these pages.

These results have important repercussions for the fashion industry as a whole,

particularly for those who use social media to connect with customers and promote their products. Marketers may better target their social media efforts and develop more engaging, relevant content that connects with their audience if they have a firm grasp on the significance of the psychological sense of community and brand-consumer interactions. These findings can also help guide the creation of multichannel retail strategies that account for the dynamic relationship between social media, internet purchasing, and brick-and-mortar stores.

In conclusion, this research shows that social media plays a significant role in influencing consumer attitudes and behaviours, and it stresses the need of building solid brand-customer connections and encouraging a feeling of community among followers. These insights can help fashion marketers and retailers maximise the impact of social media on engagement, customer loyalty, and bottom-line results.

### RESEARCH OBJECTIVE

- To study on innovative fashion business operational models.
- To determine how influencers affect and helps fashion industries.

### HYPOTHESIS

- There will be potential advantages of fashion business in the coming years as it is increasing at a high pace.
- As it is very high in demand even students started opting for fashion learning, there are both challenges as well as opportunities coming in the way.
- More and more fashion houses are looking for fashion influencers and supporting them to engage with the youth.
- As shown down in the analysis that females shopped more than male. People prefer online shopping over offline shopping.

### PURPOSE OF THE STUDY:

The ultimate goal of this research is to examine the ROLE OF INFLUENCER MARKETING IN FASHION INDUSTRY AND ALSO HOW INFLUENCERS ARE HELPING THE FASHION HOUSES AND HOW INFLUENCING AS A CONCEPT IS BECOMING A NEW TREND.

## III. CONCLUSION

The primary goal of this research is to assess the significance of influencemarketing in the context of beauty and fashion blogs. To that end,

article investigates the potential causes and effects of the fashion communities. We may say that influence marketing has an effect on consumers' propensity to buy the advertised items and their overall outlooks on and practises related to fashion and beauty.

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