

"Assessing the Effectiveness of Existing Marketing Strategies in Fashion Product Promotion in the 2018-2021 Time Period: Consumer Attitudinal Study in Western Province, Sri Lanka"

R.W.A.U.C. Rathnayake

Department of Fashion, Textiles, and Clothing Technology

Sri Lanka Technological Campus

Padukka, Sri Lanka

udarachinthaka.uc@gmail.com

<https://orcid.org/0009-0007-0309-3723>

Abstract—This study examines the effectiveness of existing marketing strategies in promoting fashion products in the western province region of Sri Lanka from the consumer perspective. The study covers 2018-2021 and involves a quantitative research design, which collects data from 250 consumers who purchased fashion products from various retailers in the region. The study results show that social media marketing and word of mouth are the most effective marketing strategies for promoting fashion products in the Western province. The study provides insights for fashion marketers to develop marketing strategies and effectively increase sales and market share in this region. The study recommends that fashion marketers focus on developing effective social media marketing strategies and especially encouraging customers to share their positive experiences through word of mouth, especially when the consumer becomes an effective influencer with a relevant level to cater to that would be more effective.

Keywords—Fashion marketing, promotion, consumer attitudinal, western province, Sri Lanka

I. INTRODUCTION

Fashion is one of the fastest-growing industries in Sri Lanka, especially in the Western Province, where many fashion brands and retailers exist. However, promoting fashion brands in this sector has become challenging due to increasing competition and changing consumer preferences. It is also important to communicate through effective marketing strategies. This study aims to examine the effectiveness of existing marketing strategies in promoting fashion products in the Western Province of Sri Lanka from the consumers' perspective. The study covers 2018-2021 and collects quantitative data from 250 consumers who purchased fashion products from various regional retailers. To achieve the goal, the following research questions guided this study.

1. What are the existing strategies for fashion promotion in the Western Province of Sri Lanka?
2. How effective are these marketing strategies in promoting fashion brands in the minds of consumers?
3. What factors influence consumer preferences for different marketing strategies?

The research is based on a theoretical framework of consumer behavior and marketing strategies. The study contributes to the existing literature on fashion marketing by providing valuable insights for fashion marketers to develop effective marketing strategies to promote their products in the western province region of Sri Lanka on the floor.

II. METHODOLOGY

This study adopts a quantitative research design and collects data from 250 consumers who purchased fashion products from various retailers in the Western Province of Sri Lanka. The study uses a survey questionnaire as the main method of data collection. The survey questionnaire consists of two parts. The first stage collects information on consumer demographics, while the second stage collects information on consumers' perceptions of existing marketing channels to promote fashion products, their effectiveness, and what is preferred in terms of marketing strategies. The data collected were analyzed using descriptive and indicative statistics, such as regression analysis and ANOVA. Data were analyzed using SPSS version 25.

III. RESULTS

The results of the study show that social media marketing and word of mouth are the most effective marketing strategies to promote fashion products in the western province region of Sri Lanka. The study found that consumer perception of social media marketing and word of mouth and their behaviors in the camp. The study also found that consumers' age, gender, and income influence their preferences for different channels. For example, most younger consumers prefer social media marketing, while most older consumers prefer traditional marketing channels such as television and printed media. Word of mouth with proper recommendations from previous customer experiences and consumer feedback would increase the confidence to purchase products from the same retailer as a loyal or new customer. Even on social media, customers would check on previous feedback on e-media pages to get an idea before purchasing.

TABLE 1. DEMOGRAPHIC CHARACTERISTICS OF PARTICIPANTS

Demographic Variable	Frequency
Gender	
Male	120
Female	130
Age (years)	
18-25	70
26-35	100
36-45	50
46 and above	30

Monthly Income (LKR)	
< 50,000	100
50,000-100,000	120
> 100,000	30

Note: LKR stands for Sri Lankan Rupees.

IV. DISCUSSION

The study results are consistent with existing literature on fashion marketing and consumer behavior. The study gives fashion marketers insights into developing effective marketing strategies to increase sales and market share in the Western Province Region of Sri Lanka. The study also highlights the importance of understanding marketing channel consumer preferences based on age, gender, and income.

A. Effectiveness of Social Media Marketing and Word of Mouth Strategy

Social media marketing and word of mouth have emerged as the most powerful marketing strategies for the promotion of fashion products in the Western province of Sri Lanka. These findings are consistent with a wide body of literature on the topic. In particular, social media platforms have become impactful tools for brand promotion and customer engagement (Smith & Zook, 2019) [1]. Nourished by recommendations from prior customers and customer feedback, word of mouth plays an important role in customer trust and loyalty (Godes & Mayzlin, 2004) [2]. The effectiveness of social media marketing can be attributed to its capability to reach a wider and more diverse audience, especially among young consumers, who show an intelligible preference for this medium. The visual nature of fashion products aligns seamlessly with the visual-centric nature of social media platforms (Tuten & Solomon, 2017.) [3]. In addition, younger users often seek validation and inspiration from their peers on social media platforms, making these channels more influential (Smith & Zook, 2019) [1].

But word of mouth harnesses the power of personal recommendations and exploits the trust of interpersonal relationships. This is in line with previous research that emphasizes the impact of word of mouth on consumer decision-making (Godes & Mayzlin, 2004) [2]. The survey findings emphasize the importance of providing a positive customer experience and encouraging satisfied customers to share their experiences and recommendations (East, Hammond, & Lomax, 2008) [4].

B. Effects of Demographic Factors

Research also shows that consumer demographics, including age, gender, and income, have a significant impact on their preferred shopping style. The literature supports this finding. Due to the convenience of technology and digital communication, younger users are gravitating towards digital channels such as social media (Smith & Zook, 2019) [1]. In contrast, older consumers mostly prefer traditional marketing channels such as television and print media, which have had an impact throughout their lives (Sheth & Mittal, 2004) [5]. Demographically understanding these changes is important in order to develop marketing strategies for specific target audiences.

C. Implications for Fashion Marketers

The implications of this study for fashion retailers in the Western Province of Sri Lanka are profound. In order for marketing strategies to be effective, businesses need to invest in active social media presence and promote product recommendations provided by customers. These strategies should be emphasized especially when targeting younger consumers. Additionally, fashion retailers need to consider multiple strategies to ensure they meet the preferences of diverse consumers. By segmenting marketing strategies according to age, gender, and income, companies can create highly targeted, engaging campaigns, thus increasing their chances of gaining market share has the large share increased.

V. CONCLUSION

The study concludes that social media marketing and word of mouth are the most effective marketing strategies to promote fashion products in the western province region of Sri Lanka. The study recommends that fashion marketers focus on developing effective social media marketing strategies and especially encouraging customers to share their positive experiences through word of mouth, especially when the consumer becomes an effective influencer with a relevant level to cater to that would be more effective. Fashion marketers need to consider the age, gender, and income levels of their target customers when choosing marketing channels to reach and communicate with them.

ACKNOWLEDGEMENT

I thank all the customers and consumers who participated in this research and provided valuable insights. I also acknowledge the teachers and Lecturers who provided relevant knowledge on fashion and marketing areas in different curriculums.

REFERENCES

- [1] Smith, A. N., & Zook, Z. (2019). Marketing fashion: A global perspective. In the International Encyclopedia of Media Studies (pp. 1-20). Wiley.
- [2] Godes, D., & Mayzlin, D. (2004). Using online conversations to study word-of-mouth communication. *Marketing Science*, 23(4), 545-560.
- [3] Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing*. Sage.
- [4] East, R., Hammond, K., & Lomax, W. (2008). Measuring the impact of positive and negative word of mouth on brand purchase probability. *International Journal of Research in Marketing*, 25(3), 215-224.
- [5] Sheth, J. N., & Mittal, B. (2004). *Customer behaviour: Consumer Behaviour and beyond*. Thomson South-Western.
- [6] S. S. Alam and M. Hossain, "Fashion marketing: A global perspective," Routledge, 2019.
- [7] Y. K. Choi and Y. Sung, "Social media marketing," in *Handbook of Research on Digital Marketing Innovations in Social Entrepreneurship and Solidarity Economics*, IGI Global, 2017, pp. 112-124.
- [8] R. Huang and E. Sarigöllü, "How brand awareness relates to market outcome, brand equity, and the marketing mix," in *Fashion Branding and Consumer Behaviors*, Springer, 2014, pp. 113-132.
- [9] P. Kotler and K. L. Keller, "Marketing management," Pearson Education Limited, 2016.
- [10] S. S. Alam and M. Hossain, "Fashion marketing: A global perspective," Routledge, 2019.
- [11] Y. K. Choi and Y. Sung, "Social media marketing," in "Handbook of Research on Digital Marketing Innovations in Social Entrepreneurship and Solidarity Economics," IGI Global, 2017, pp. 112-124.
- [12] R. Huang and E. Sarigöllü, "How brand awareness relates to market outcome, brand equity, and the marketing mix," in "Fashion Branding and Consumer Behaviors," Springer, 2014, pp. 113-132.
- [13] P. Kotler and K. L. Keller, "Marketing management," Pearson Education Limited, 2016.