

SMART TECHNOLOGY IN FASHION MARKETING

Samiha Pasha, Walid Yousif, Amira Hosni Ahmed Kassem

Abstract

As fast as smart technology has been spread all over the world, digital marketing is the aim of the future and all purchasing process are going through that way. Interactive fashion marketing has taken a place in that technology and its success and increase so fast. So, it was observed that women specially the working one are taking too long time and efforts to reach their target in shopping process and some have a problem in dealing with the technology.

The aim of the study is to raise the awareness in dealing with the technology and make it easier and to lessen the time spent in shopping and also the efforts too.

The paper followed the descriptive and semi experimental method to analyze the impact of interactive marketing on women's and how many women's are using such technology and how can they deal with it. As a result of that technology is the future all over the world for all gender categories and levels.

Keywords: Interactive fashion marketing, Smart technology, digital marketing

Preface:

Nowadays; technology have been spread all over the world, we found that technology have been taken a great place in all fields like fashion, interior design, manufacturing and etc...

If we talk about technology in fashion marketing we will have a lot to talk about, so in this research we will focused on "interactive fashion marketing" and how it affects our customer to increase our shopping target.

Interactive Fashion Marketing offers product information in a new exciting way and gives the brand awareness and increases brand recall and time spent in stores.

Also it merges the real and virtual world to create memorable customer experiences and enhance purchase intentions.

It is obvious that interactive fashion marketing is the way to the future, it is evident that marketers have a lot to gain from investing in interactive fashion marketing, It's time to see marketing professionals from small to large businesses take advantage of this trend and create relevant, shareable content that promote their brands.

In order to reach our target we have to overcome some problems that may face us in interactive fashion marketing some of these problems like customer awareness of technology, knowing who should be our target customer, and how to save our time through shopping...

All these questions will be known as problems if we pass it, then we success to increase our shopping target and reaching our goal.

Problem:-

And here we can state our problem in some questions which are as follows:

- 1- What are the new smart technology ways that help to advertise fashion brands?
- 2- Do the new ways help to shorten the shopping mission?
- 3- Do all customers know how to deal with Smart technology?

Aim:-

- How to increase awareness towards technology.
- How to save time in purchasing.
- How to save efforts.

Importance:-

It's clear that interactive fashion marketing is the way of the future as most of the customers should be awarded by these technologies to help them saving their time and lessen their efforts in shopping process.

Outline:-

Research outline depending on:

- 1- Studying and analyzing brands that are using interactive fashion marketing in Egypt.
- 2- Focus on working woman who always needs to reach her goal quickly.
- 3- Using digital marketing “interactive videos from outside windows” in Egypt that meets the same in foreign countries.

Tools:-

Making a survey from different types of women to know how is the consumer's knowledge about the interactive fashion marketing and their types.

Method:-

- Descriptive Method.
- Semi Experimental Method.

Definitions:

1- Smart Technology:

In fashion marketing smart technology is a combination of the latest visualization technologies, digital content and interactivity into comprehensive solutions that power memorable, show stopping customer experiences at independent stores, store windows, malls, product launches or other marketing events. It helps in collecting customer data and increases sales awareness and customer loyalty. Also; Interactive marketing is typically 2-12 times more effective than traditional direct marketing. (genroe, what is interactive marketing, 2000)

2- **Fashion Marketing:**

Fashion marketing is the management of advertising campaigns and promotions to sell fashion brands and products. Fashion marketing and fashion marketing management are the practice of advertising brands and fashion products to potential customers. (college, 2021)

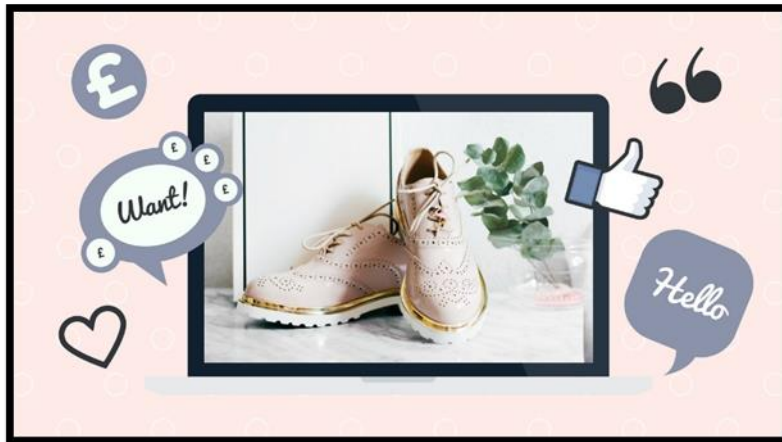
Smart technology in fashion marketing is the technology that helps customers to have a fast communication with the market and reach their goals easier without any extra efforts or any wasting in time.

Introduction:-

Videos that allowing the viewer to perform certain actions is called interactive videos, these kind of videos are not traditional and requires input from the viewer in some form or another. (Cinema8, 2020)

Interactive videos are a content format with endless possibilities that are rich, immersive form that allows audiences to participate. They have branching videos also that have story lines to allow audiences to access other content, web pages and make purchases.

Brands need to stand out in new and exciting ways that catch audiences to complete their purchase ways successfully. (vudoo, 2021).



Pic (1): digital marketing campaigns in the fashion marketing
(fifteen, 2017)

What are interactive videos in fashion marketing?

Interactive videos comes in and predicted to take place greater than ever before, over 80% from webs will be trafficked by videos which became an integral part in marketing strategies.

Capturing users attention for brands was difficult so, interactive videos came to make different and make it easy for the customer who watch those videos by answering questions, make a decision and knowing how the rest of the videos unfolds.

There are many benefits gets back to the brand from watching their interactive videos, as longer viewing times as greater engagement. (gilliland, 2017)

Here are some examples for some brands using interactive videos:

1- Mended Little Hearts

A heart disease charity for children called “Mended Little Hearts” makes an interactive video to show that by donating money how can we save lives and how lives can be transformed with those donations.

In the video they reflect a day from a child daily life which called “MAX” he is 11 years old, as we saw him firstly looking lost and lonely, then after some donations his life became a little brighter and gradually all the street was full of animals, toys and families.

So we can see it simple but actually it is emotive and effective, as we can see a small act can change a child’s life to better, once you go online and donate. (gilliland, 2017)

2- Honda

In this videos “Honda” show here new type of civic “R” so, it makes a videos to show cased other side of reliable brand.

So Honda creates a video that gives the viewers the flexibility to switch between two storylines one for a father picking his daughter from school to give her a drive to her party and by pressing “R” key they go to the other story with a father that works undercover cop by night.

By this video, the viewer experience changed his experience from a passive to an active one. As a result of that the viewers will be more engaged and increasing audiences with all kinds of people in the future. (gilliland, 2017)

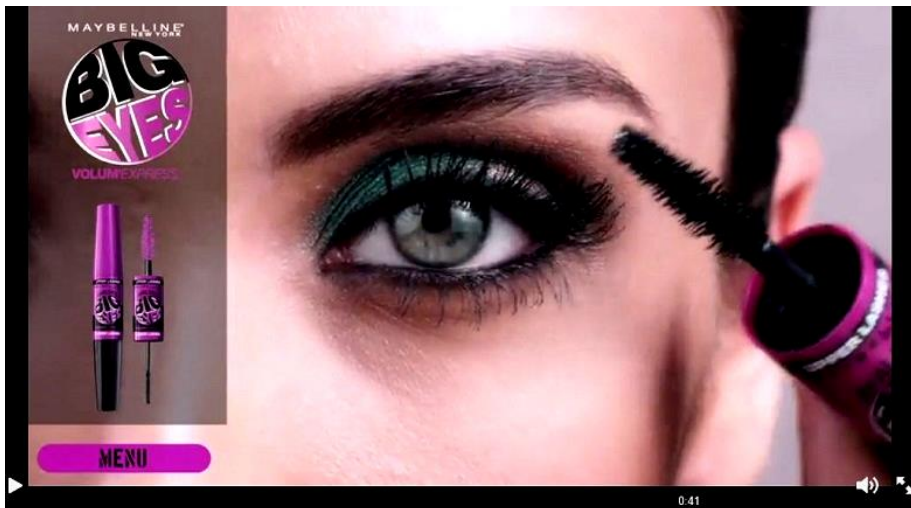
3- Maybelline New York

Maybelline takes the step to make an interactive tutorial video for “big eye mascara”, so, in the video Maybelline agreed with “Kelly framer” a popular fashion blogger to make four different looks from the same product “a core product” through this tutorial.

The video shows that how interactive videos increase conversion by allowing the viewers to swipe different beauty tutorials by choosing between different styles such as “day, night, club Tropicana and rebel chic”.

As result of that are interactive videos can have a prompt response from viewers and as we know that shopping for beauty

products is much more instinctive and spontaneous. (gilliland, 2017)



Pic (2): five examples of brands using interactive video
(gilliland, 2017)

4- David Jones – Virtual Runway

Picked by: Aleksandra Harsic, Commercial Director, Global

David Jones makes a great live event in spite of the pandemic “Corona Virus” which was held in Australia. He was able to bring the catwalk right to every doorstep with a virtual runway.

Powered by VUDOO he used interactive videos technology to make this virtual fashion event.

The video gave the audiences front rows seats typically like the real one while they are staying on their own home. It also gave them the chance to make shopping of the latest fashion trends in its time by using “pulse hotspots”....

So, David Jones gave the chance to the consumers to take fashion straight from the runway to the streets without need to write down the name of a favorite style again. (vudoo, 2021)

**So, we can briefly say that interactive videos are that videos which allows viewers or audiences to make an action and interact with the video.

What are Interactive Videos Used For?

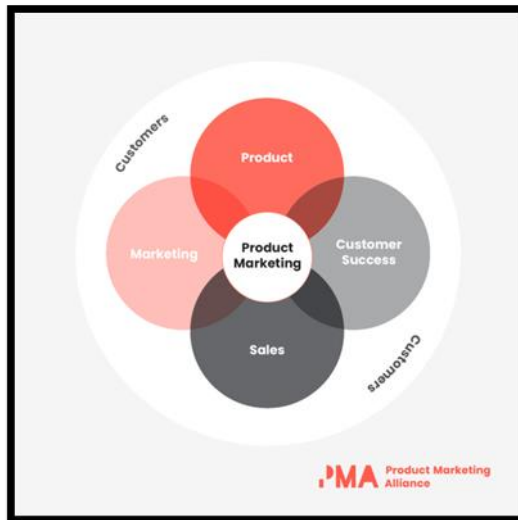
Brands around the world are using largely interactive videos for marketing and entertainment purposes.

Here, we outline the main purposes of interactive videos:-

1- Product Marketing

As we know the main purpose to use interactive videos is to market a product or provide a service, as it plays a role in mixing some features and mechanics to show the product to the consumer.

Adding new elements of excitements and inclusion is the reason behind an effective interactive video as it makes the consumers feel closer to the product and interact more with it. (Cinema8, 2020)



Pic (3): what is product marketing
(pearce, 2021)

2- Brand Image

Interactive videos are made also to deliver the brand image, not only the marketing of products and services are important but also delivering the brand image is very important too.

Brand image are the opinion that consumers have of them, the vibes they give off, and also who they are and what they stand for. These points are important to build brand loyalty and trust same as products themselves. (Cinema8, 2020)



Pic (4): digital marketing news and tips
(7u55e1, 2018)

3- Raising Awareness

Interactive videos make it easier to consumer to get the message sent across the brand, as we live in consumer's world so; raising awareness and public service announcements is also one of the brand purposes.

Raising awareness can be used to educate the viewer and make sure that they can relate and engage with the brand and issues on an emotional level. (Cinema8, 2020)



Pic (4): creating brand awareness for fashion brands
(design collective NY, 2015)

4- E-learning

E-learning is an online educational way that helps the consumer or viewer to know how interactive videos or standard videos works in simple and easy way by using interactive features to plant easily into the consumers memory. (Cinema8, 2020)



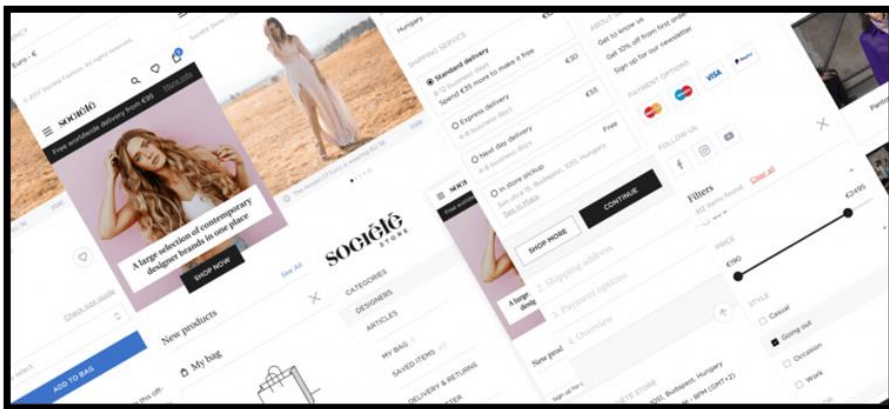
Pic (5): solutions for e-learning
(cinema8, solutions for e-learning, 2020)

5- User Experience

Enhancing the user experience of consumer is another way that interactive videos can use through visiting the brand website.

User experience is a name given to the customer that have an overall experience with your brand, by visiting websites, making a product order, delivery and also customer service. All of that is a part of a user experience.

Most of the fashion brands are using interactive videos as a way to strengthen user experience and to make the use of their websites easier, as an example a women walking wearing these brands which allows the viewers to click on the garment to watch its details such as price or a link to purchase. This way shorten the sales process and make customer life much easier. (Cinema8, 2020)



Pic (6): ecommerce ux case study

(szilvai, 2018)

6- Entertainment

Interactive videos also have an entertainment value to let the viewer be enjoyed while watching these videos. If we do it in right way, interactive videos will be creatively amazing (Cinema8, 2020)

Using fun videos playing an important role for effective learning as you can choose how you can want to go through the

content even by sticking to the main message or by looking at the other side of the topic. So, interactive videos are rich and can easily make viewers interact with the content.

Prepared videos for the entertainment industry are interesting. Stories that are based on characters attract the attention of viewers, once they get the upper hand they can't wait to see what is coming next.

Interactive videos can be used in the entertainment industry to make more innovations, deliver more experiences and creating effective marketing strategies. (Cinema8, 2020)



Pic (7): interactive entertainment industry
(cinema8, interactive entertainment industry, 2020)

8

Conclusion:

Interactive videos connect directly with viewers on an emotional level, and engage them in their development and success.

The act of engagement deepens, enhances and speeds on the behavior change for the customer. (group, 2019).

Using interactive videos in fashion marketing makes a big change and success in engaging the viewers and helps him in making the shopping process in an easy and fast way without any complications and difficulties.

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