

The Role of Mass Communication on Fashion Industry of India with Special Reference to Hyderabad, TS

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Abstract

Over the past few years, social media and digital media have drastically changed how people consume content, especially in the fashion industry. People are no longer picking up magazines as often as they have in the past. Today, content is consumed online and people are not only reading content, but they are offering their feedback through comments and social media. Multiple types of fashion blogs managed by everyday people are giving consumers an inside look into what used to be an exclusive, fashion-experts-only industry. This study looks at fashion blogging and social media within the fashion industry and how it has transformed an elitist industry into a consumer-friendly industry.

Keywords: Mass Communication and Fashion Industry

Introduction

Statement of the Problem

This study discusses how traditional media is no longer encouraging effective two-way communication between fashion brands and consumers. The fashion industry has been known for being extremely exclusive to everyone but the insiders. It was difficult for every day consumers to understand what really goes on within the fashion industry. Traditional media further reiterated this exclusivity.

Today, focus in the fashion industry has drifted toward digital media, specifically fashion blogs and social media. Both fashion blogs and social media have recently made an elitist industry more accessible and relatable to every day consumers. Fashion bloggers are encouraging a two-way symmetrical approach by opening up communication between those in the fashion industry and citizens. Fashion bloggers are now using their influence to drive trends, inform the public about the latest fashion news and more. The research collected in this study will demonstrate how fashion blogging and social media have impacted and benefitted the fashion industry and consumers alike.

Research Questions

- How do social media impact the fashion industry?
- Why is fashion blogging important for the fashion industry?
- What types of fashion blogging are out there and what are their uses?
- How is fashion blogging impacting social media in the fashion industry?
- How does fashion blogging create a two-way symmetrical approach in public relations within the fashion industry?
- How will fashion blogging affect the fashion industry in the future?

Literature Review

- **Strugatz, 2013:** New media is “drastically changing the dialogue about fashion whereby we can upon our on-demand desire for trends and gain access to them anytime, anywhere, and on any platform” (2012, Oct 26). Social media has allowed brands and designers to connect with the public in an instant. “Twitter, Facebook, Tumblr, Instagram, Pinterest and every other form of social media have been inundated with live-streams, tweets, posts and pins – and not just from the brands or designers themselves”.
- **Rickey, 2013:** Fashion blogging has had a huge impact on the fashion industry. In the Technorati Digital Influence Report 2013, a study that surveyed influencers, consumers and brand marketers, blogscame in as #3 most likely online service to influence a purchase. Blogs came in right under retail sites and brand sites (Jacob, 2013). In 2013, clothing retailer H&M even created an outlet brandthat was influenced by social media and fashion blogging.
- **Grinberg, 2012;** Fashion bloggers have also stepped into social media and used it to further their influence in the fashion industry. Uri Minkoff, CEO of Rebecca Minkoff, said, “Certain bloggers have a very large following with influencer ability. They have a great power to mobilize their audienceas tastemakers”.

Data Analysis

The fashion industry in India has grown significantly in recent years, and mass communication has played a crucial role in promoting and shaping the industry. Hyderabad, the capital city of Telangana state, has also emerged as a major hub for the fashion industry in the region. Below are some ways in which mass communication impacts the fashion industry in India, with special reference to Hyderabad, TS

The experts interviewed all agree that social media is key for the fashion industry. The research from the literature paired with the respondents’ answers prove that social media has changed the landscape of the fashion industry to become more inclusive.

Fashion blogging also helps everyday consumers express their opinions and thoughts online. “It is great to see commentary from smart bloggers – especially those in countries likeChina and Russia, where there was, in the past, little possibility of sharing fashion thoughts and dreams”

Even simple gestures between bloggers and their readers can encourage two-way communication and build relationships.

Mass communication plays a crucial role in the fashion industry, as it is a powerful tool for promoting fashion brands and trends. Below are some ways in which mass communication impacts the fashion industry:

- **Promotion:** Mass communication channels, such as television, magazines, and social media platforms, are widely used by fashion brands to promote their products and reach a wider audience. These channels allow fashion brands to showcase their designs and connect with consumers in a more personal way.
- **Trendsetting:** Mass communication channels also play a role in setting fashion trends. Fashion magazines, bloggers, and social media influencers can influence consumer behavior by showcasing new trends and styles. This can lead to increased demand for certain styles and influence the direction of the fashion industry.

- **Consumer Feedback:** Mass communication channels provide a platform for consumers to provide feedback on fashion trends, styles, and brands. This feedback is essential for fashion brands to improve their products and stay relevant to consumer preferences.
- **Globalization:** Mass communication channels have enabled the fashion industry to expand globally. Fashion brands can now reach a wider audience and sell their products in multiple countries through e-commerce platforms and social media advertising.
- **Sustainability:** Mass communication channels also play a role in promoting sustainability in the fashion industry. Through these channels, fashion brands can communicate their sustainability initiatives and encourage consumers to make more sustainable choices when purchasing fashion products.

Mass communication channels have a significant impact on the fashion industry by promoting fashion brands and trends, setting new trends, providing consumer feedback, enabling globalization, and promoting sustainability. As the fashion industry continues to evolve, mass communication is likely to play an even more important role in shaping the industry's direction and trends.

mass communication channels have a significant impact on the fashion industry in India, with special reference to Hyderabad, TS, by promoting fashion brands and trends, setting new trends, providing a platform for regional and cultural fashion influences, enabling e-commerce, and promoting sustainability. As the fashion industry continues to evolve in India, mass communication is likely to play an even more important role in shaping the industry's direction and trends in Hyderabad and beyond.

The output of the research revealed that social media use has a strong relationship between social media users' attitude towards SMM (social media marketing). It is also determining that users having regular use of this media like YouTube, Facebook, and blogs have a strong and positive attitude towards SMM (social media marketing). The output also revealed that functional drive has a strong impact on users' attitude towards SMM (social media marketing).

This finding suggests that brand pages having good informative content play an important role for fashion retailers as it effectively impact on users' attitudes towards SMM. This finding is supported by previous studies on e-commerce websites and purchases of in-app mobile applications (Gao & Koufaris,2006; Hsu & Lin ,2016).

In addition, the outcomes of the research also revealed that entertainment drive has a strong impact on users' attitude towards SMM which is consistent with past studies on advertising in general (Kotler & Armstrong, 2014). The outcome also showed that social media advertising also impact online purchase intentions of social media users. The results also proved that attitude towards SMM has a positive impact on the online purchase intentions of consumers that is also in line with past researches in the direction of internet buying (Ashraf et al., 2014).

Conclusion

This study discovers that fashion blogging is an incredibly impactful tool in the fashion industry, especially when paired with social media use. Fashion blogging has made a formerly exclusive industry more inclusive to consumers. Fashion bloggers are using social media heavily and are encouraging two-way communication between themselves and consumers.. Fashion bloggers are not just people giving consumers an insider look into the fashion industry, but today, they are influencers in the industry. They have

begun driving trends and brands have begun to understand how important and influential fashion bloggers can be to consumers. Brands are beginning to partner with bloggers on collaborations and bloggers are beginning to charge for their marketing and promotional services.

Suggestions

- The subsequent are the crucial tips of the have a look at Marketers want to understand the accessibility of the digital centers to the teenagers' phase, before launching any product online.
- Entrepreneurs want to conduct pre marketplace survey to choose out the want and want of the customers, particularly in online marketing and marketing.
- Customers want to be aware of digital advertising and marketing and there's a want to create the right reputation.
- The examiner, in the end, indicates the customers to be privy to all of the virtual advertising and advertising portals and employ their software to the most amount with utmost care and caution.
- As maximum of the studies found out that the customers are a hazard averse and as a give up a result, they want to learn how to manage hazard related to digital marketing and advertising.

Conclusion and Recommendation

- Consumers want to be privy to digital advertising and there's a need to create a proper awareness.
- The examiner is made in a selected geographical region the consequences of the take a look at famous that humans aware about the digital channels despite their corporate work revel in, customers use to choose digital channels to buy any of merchandise, no much function of monthly profits of humans plays a function selecting a type product purchase through digital channels.
- As maximum of the research found out that the clients are hazard averse and subsequently they need to gain knowledge of how to manage hazard related to digital marketing.
- The customers are satisfied with products they offered thru the digital channels this is considered as a wonderful sign for the boom virtual channels in client buy decision.
- As mentioned in advance this look at made particularly region sensible correct consequences on the variables couldn't be able to gain. There exists a destiny scope to analyses the effect of virtual channels on customer purchase selection.
- Marketers need to conduct pre marketplace survey to identify the want & want of the purchasers especially in digital advertising and marketing.

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