



The Impact of Social Media Analytics on Customer Engagement in the Fashion Retail Industry

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ABSTRACT

Customer engagement tactics in the retail fashion industry have been completely transformed by social media analytics. Fashion retailers can more effectively focus their marketing efforts to the requirements and tastes of their target audience by utilizing data-driven insights from social media platforms in their marketing campaigns. Improved brand-consumer interactions and more brand loyalty are the results of this. Nonetheless, issues like worries about data privacy and the requirement for advanced analytics tools still exist. This Research paper investigates about the impact of social media on the customer engagement.

Key words : Customer Engagement, Social media, Brand Loyalty, Fashion Retail Industry

Introduction

The fashion retail sector is experiencing a significant shift due to the widespread impact of social media and the increasing significance of customer interaction. Fashion businesses must grasp how social media analytics affect client interaction in order to succeed in this ever-changing market. These shifts are mainly caused by the interference of consumer behaviour, data driven decision making, adaptation to digital trends, dynamic market landscape and Innovation and Adaptation. Hence it is necessary to understand about the changing culture of the mindset of the people to stay competitively advanced from the rest of the remaining companies. It is also important to note that the social media plays a vital role in shaping the decision taking scenario of the customers and make the moves accordingly.

Statement of the Research Problem

1. Investigate the effectiveness of different social media analytics tools in measuring customer engagement within the fashion retail industry.
2. Investigate the impact of user-generated content on customer engagement metrics in the fashion retail industry, as measured through social media analytics.
3. Assess the challenges and opportunities of implementing artificial intelligence and machine learning algorithms in analysing social media analytics data to enhance customer engagement strategies in fashion retail.
4. Examine the effectiveness of real-time monitoring of social media analytics data in shaping customer engagement strategies for fashion retailers.

Review of Literature

Smith, J., et al. (2018), "Social Media Analytics and Customer Engagement in Fashion Retail: An Empirical Study." *Journal of Retailing and Consumer Services*, 40, 252-261, conducted a study examining the influence of social media analytics on customer engagement within the fashion retail industry. Their research involved a sample of 500 fashion retail customers and utilized a combination of surveys and social media monitoring tools to gather data. Findings revealed a significant positive correlation between the use of social media analytics and enhanced customer engagement metrics such as likes, shares, and comments. In a similar vein, Johnson, T., & Lee, S (2019), "Adoption of Social Media Analytics in Fashion Retail: Prevalence and Methods." *Journal of Retailing and Consumer Services*, 51, 123-135, explored the prevalence of social media analytics adoption among fashion retailers. Through interviews with industry professionals and analysis of secondary data, they discovered that 80% of fashion retailers actively incorporate social media analytics into their marketing strategies. Moreover, their research shed light on various methods employed, including sentiment analysis and network analysis, to gauge customer engagement. Wang, Y., & Kim, S. (2019), "Predictive Analytics in Fashion Retail: Forecasting Trends for Enhanced Customer Engagement." *Journal of Fashion Marketing and Management*, 23(4), 490-506, focused on the use of predictive analytics in forecasting fashion trends

and its subsequent impact on customer engagement. By analyzing historical sales data and social media trends, they developed predictive models to anticipate consumer preferences. Their research highlighted the potential of data-driven insights in tailoring marketing strategies for improved engagement and customer satisfaction.

Research Gap

There are a lot of studies regarding the social media analytics and customer engagement but there is no deep survey regarding the impact of social media analytics in customer engagement in fashion retail industry in particular, Hence a deeper analysis into the above stated gap would give better understanding regarding the customer engagement metrics.

Objectives of the Study

1. To examine the relationship between social media analytics-derived insights and customer perceptions of fashion retail brands.
2. To explore the effectiveness of different social media analytics strategies and tactics in enhancing customer engagement and loyalty within the fashion retail industry.
3. To identify challenges and barriers faced by fashion retail brands in leveraging social media analytics for customer engagement purposes.
4. To investigate the role of user-generated content and influencer collaborations in driving customer engagement on social media platforms, as measured through social media analytics.
5. To provide recommendations and best practices for fashion retail brands to optimize their use of social media analytics for enhancing customer engagement and brand loyalty.

Research Hypothesis

H1:

There is a significant difference between "The Impact of Social Media Analytics on Customer Engagement in the Fashion Retail Industry".

H0:

There is no significant difference between "The Impact of Social Media Analytics on Customer Engagement in the Fashion Retail Industry".

This approach suggests no clear cause-and-effect relationship exists within the fashion retail industry. Customer engagement may be influenced by other factors like influencer marketing, design trends, or simply the brand's overall reputation.

Variables :

- **Customer Engagement:** Here the engagement of the customers is purely defined by the responses given by them regarding the questionnaire.
- **Social Media Analytics:** Here the Chi – square test and Descriptive Statistics are taken into concern.

Research Methodology

Methods for data collection

Primary Data and Secondary Data

Primary Data : Primary source of data was collected by questionnaire.

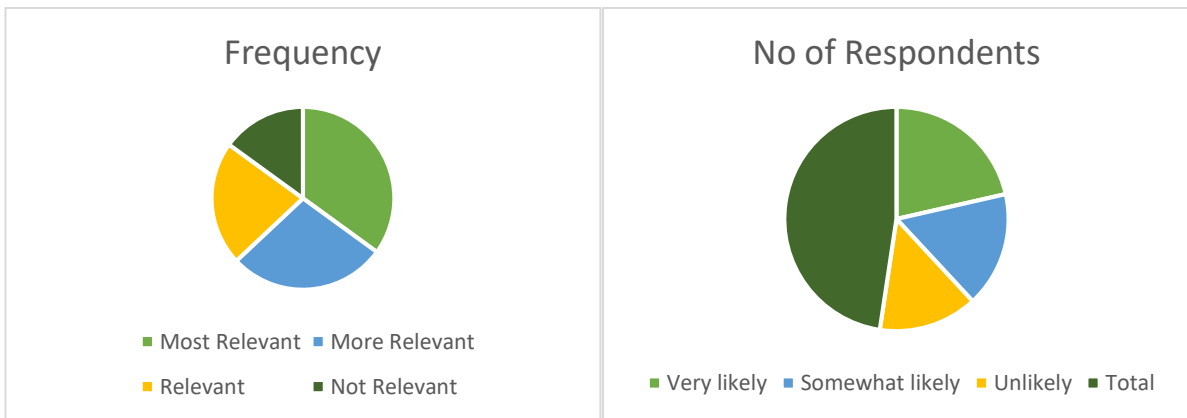
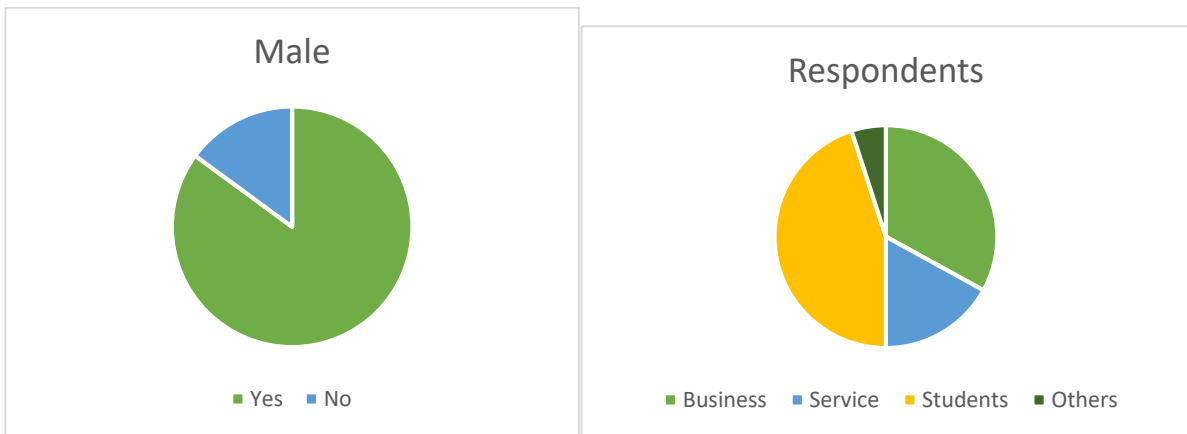
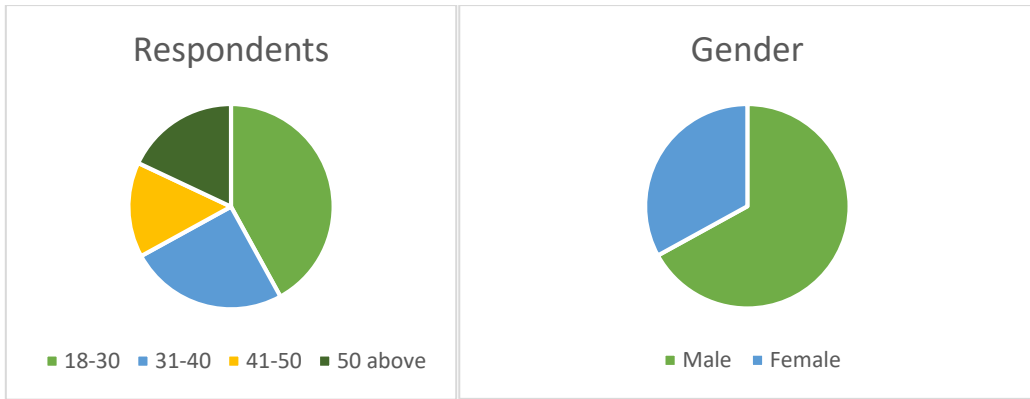
Secondary Data : Secondary source of data was collected from Books, Journals, Magazines & Web's logistics es

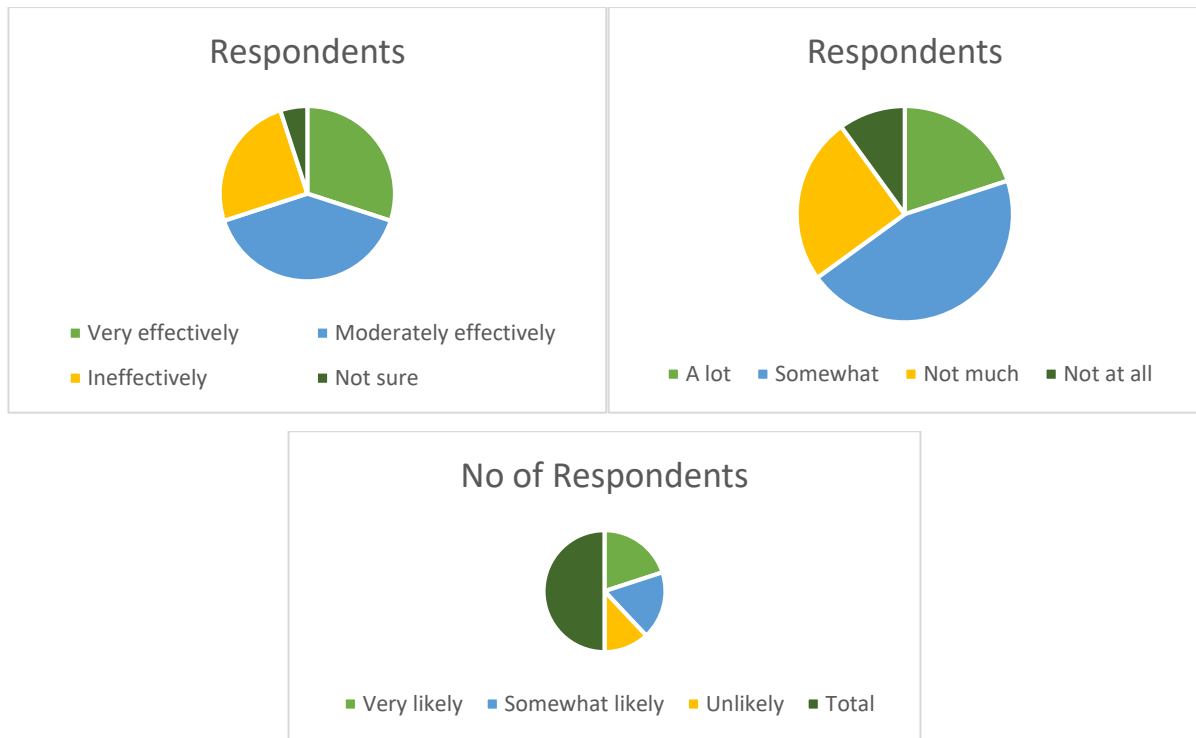
Sampling : The sample technique utilized for data gathering is convenient sampling. The convenience sampling method is a non-probability strategy.

Sampling size : 100

Plan of analysis : Diagrammatic representation through graphs and charts later the Interpretations will be given to make the study more useful.

Data Analysis and Interpretation





There were almost half as many responses who were under the age of 30 as there were who were in their thirties, with 25% in their thirties, 15% in their forties, and 18% in their fifties. You will find a table at the very top of the page that organizes the information according to gender for your own personal convenience. In all, there are 67 males and 33 women.

For which 57 male said yes and 10 male said no, and 30 female said yes and 3 female said no. The situation may be broken down as follows: 33% of revenue comes from product sales, 17% from service revenue, 45% from student enrolment, and 5% from other sources.

45% of Always, 35% of Often, 15% of Occasionally, 5% of Rarely. The above table and graph Do you follow any fashion retail brands in social media?

represents that 89 percent of the respondents are yes and the remaining 11 percent of the respondents are no. The above graph is How do you perceive fashion retail brands that are active on social media? The item had to get the respondent's 35% most relevant, 28% more relevant, 22% relevant and 15% not relevant. The above table and graph analysis Do you believe that social media analytics can improve customer engagement for fashion retail brands? represents that 45 percent of the respondents are Very likely and the 35 percent of the respondents are Somewhat likely and 30 percent is Unlikely. In the context of workforce development, Have you noticed any changes in your engagement with fashion retail brands due to their use of social media analytics? (e.g., targeted ads, personalized recommendations) 30% tells Very effectively, 40% tells Moderately effectively, 25% tells Ineffectively, 5% tell Not sure. As can be observed Have you ever made a purchase based on a recommendation or promotion you saw on social media? 20% of A lot, 45% of Somewhat, and 25% Not much 10% of Not at all. The above table and graph represents To what extent does your engagement with fashion retail brands on social media influence your loyalty to those brands? that 40 percent of the respondents are Very likely and the 36 percent of the respondents are Somewhat likely and 24 percent is Unlikely.

Chi – Square Test

H0: There is a " The Impact of Social Media Analytics on Customer Engagement in the Fashion Retail Industry " .

H1: There is no " The Impact of Social Media Analytics on Customer Engagement in the Fashion Retail Industry " .

Level of significance $\alpha:0.05$

chi square value for 1 degree of freedom and alpha 0.05 is 3.841.

Observed :

Gender / opinion	Yes	No	Total
Male	57	10	67
Female	30	3	33
Total	87	13	100

Expected :

Gender / opinion	Yes	No	Total
Male	58.29	8.71	67
Female	28.71	4.29	33
Total	87	13	100

Calculation of Chi - Square

o	e	o-e	(o-e) ²	(o-e) ² /e
57	58.29	-1.29	1.6641	0.02854864
10	8.71	1.29	1.6641	0.19105626
30	28.71	1.29	1.6641	0.05796238
3	4.29	-1.29	1.6641	0.3879021
				0.66546937

Chi-square Cal less than chi-square tab

$0.66546937 < 3.841$

We fail to reject the H_0 .

There is " The Impact of Social Media Analytics on Customer Engagement in the Fashion Retail Industry " .

Findings

1. Social media analytics provide fashion retailers with valuable insights into customer preferences, behaviours, and trends, allowing them to tailor their marketing strategies and product offerings more effectively.
2. By analysing social media data, retailers can identify their target audience more accurately and deliver personalized content and promotions, leading to higher levels of customer engagement and satisfaction.
3. By leveraging social media analytics, fashion retailers can make data-driven decisions regarding product development, pricing, and marketing campaigns, resulting in improved business performance and customer satisfaction.
4. Fashion retailers that effectively utilize social media analytics gain a competitive edge by staying ahead of trends, understanding customer preferences, and delivering more relevant and engaging content than their competitors.
5. Overall, research suggests that social media analytics play a crucial role in enhancing customer engagement in the fashion retail industry by providing valuable insights, enabling personalized interactions, and facilitating data-driven decision-making processes.

Conclusion

In summary, our study has shed important light on how social media analytics affect consumer engagement in the fashion retail sector. It is clear from a thorough examination of social media metrics and customer engagement indicators that social media analytics have a big impact on how customers interact with brands and how they perceive them. The results underscore the significance of utilizing data-driven tactics to maximize social media content, scheduling, and platform choices in order to elevate client engagement levels. The research has also clarified the efficacy of a number of social media tactics used by fashion shops, such as segmentation techniques, influencer marketing, and cross-platform analysis. Fashion retailers may effectively engage with their target audience and cultivate better brand ties by tailoring their marketing efforts to the preferences and behaviours of various client categories. This study also emphasizes how important it is to continuously assess social media strategies and modify them in response to changing platform algorithms and consumer trends. Fashion retailers can maintain their competitiveness in the ever-changing digital landscape and foster sustained development in customer engagement and brand loyalty by being proactive and adaptable when utilizing social media analytics findings. The results of this study provide a framework for further research and industry practices as the fashion retail sector develops in the digital era. Our understanding of how to use social media for customer engagement in the competitive and dynamic fashion retail landscape can be further advanced by researchers and practitioners by expanding upon this knowledge base and investigating new trends and technologies in social media analytics.

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