

Market Entry and Brand Positioning Strategies for E-Commerce Fashion Brands

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Abstract: Branding Strategies play a vital role in the success of E-Commerce fashion brands. The core aim of the study is to understand the role played by strategies in E-Commerce fashion brands and the change that strategies have brought to the brands after application. It also aims to analyse and validate the survey and bring to light the contribution of strategies and the vital role played for the success of the brands. This study also highlights some of the best strategies which have changed the entire image of fashion brands from customer point of view. The results of the research are expected to show the strategic brand management process of various E-Commerce brands. The researcher considered 5 categories: clothing, lingerie, lifestyle & home products, accessories and cosmetics. The results concluded that Strategic Management in branding is the key to reach more and more consumers effectively and quicker. A Brand with unique strategies can position itself faster in the market with a good business value.

Keywords: Brand strategies, online, e-commerce, brand management

Introduction

Brand Management is an important aspect of Marketing, which utilizes certain techniques to boost the value of the brand's product or service. In that case strategies are very much essential in order to build devoted customers and set the targets high in terms of profit and brand development. Strategies in brands are action plans that are used to differentiate products and services and to identify the competitors. Strategies help in identifying the image that a brand is trying to create for its customers. Strategies can be product based, price based or based on the channel of distribution. Branding strategy and Marketing strategy are two directly related concepts which are yet different and often confused with each other. Brand is the holistic reputation of the company, product or service which consist of many parts one of which is marketing. The Brand strategy should clearly define the brand's purpose, vision, position, value and customers. It should focus on the big picture, but include an actionable mission that aligns with the short, mid and long-term business goals. A well-defined, focused brand strategy will position the brand for long term growth clearly defining the position in the market and the value it provides to new and existing customers. It also creates a consistent message increasing the brand awareness and customer trust and establishes concrete guidelines for better decision making, budget planning and time management. It helps in identifying the opportunities and prioritizing initiatives, optimizing time and financial investments.

Literature Review

Chu, Shu-Chuan (2011), in his research paper entitled, "Viral advertising in social media" they observed that, Participation in Facebook groups and responses among college-aged users. "College-aged Facebook group members" expose more about themselves and have more favourable attitudes toward social media and fashion brand advertisements. Participation in Facebook groups, however, has no impact on how users pass on viral online ads. These findings have managerial and theoretical impacts for Facebook viral advertising.

Curran, Kevin, Sarah Graham, and Christopher Temple(2011) in their research paper "Branding on Facebook." observed that, one of the least expensive and most targeted forms of brand positioning is social media marketing. As more fashion brands learn about this innovative advertising strategy, it will get harder to stand out. Even though social networking sites like Facebook and Twitter offer plenty of room for marketing, getting noticed can be challenging.

Paquette, Holly, (2013) in her study entitled "Branding as a Marketing Tool: A Literature Review". She observed that, advertising networking sites have evolved into a channel for retailers to expand their marketing campaigns to a wider audience in today's technologically advanced world.

Media marketing is described by Chi (2011, 46) as a "link between brands and consumers, [while giving a private channel and currency for user-centred social interaction and networking. The strategies and instruments for consumer

communication have changed significantly since the due to the rise of social media, businesses must learn how to use it effectively.

NishthaKochhar, (2020) in her research paper entitled “Marketing in the Fashion Industry: A Systematic Literature Review and Research Agenda”-she observed that the marketing and communication strategies used by fashion brands now extensively depend on the internet. The academic literature on social media marketing in the context of fashion is researched and analysed as part of this thesis using a systematic literature review research methodology. From the Scopus and EBSCO databases, 92 research papers that were published in peer reviewed journals were methodically gathered.

Research objectives

1. To explore the e-marketing/branding strategies of different fashion brands.
2. To study the influence of e-branding strategies adopted by fashion brands.

Towards Strong Brand Positioning In The Fashion Market



The majority of Google search terms are rather costly, and competing with large-scale businesses on generic keywords is quite difficult. For your brand's long-term success, the best digital hacking strategy would be:



Fig: Brand position gaps and opportunities

Develop a thorough supply chain, learn about positioning and gaps, and meet customer demands.

- Find out what people like by talking to them.
- Build your community while being human and fighting for sustainability.
- Put your energy into storyboarding, connection development, and improving the customer experience.
- Pay attention to matrices and base your judgments on huge data.
- Keep an open mind and study your rivals.

Now is the moment to get to know your matrices and provide a foundation for investigating other metrics of success.



Table: Key matrixes for the fashion e-commerce brands

When it comes to pricing and staying on top of trends, small fashion firms might benefit from benchmarking against rivals to improve strategy.



Table: A comparison of various products categories for big-box players

Environmentally friendly, cost-effective, design-oriented, as well as value-driven products may be built by smaller firms by focusing on handcrafted processes and working closely with community-based producers.

Key decoration methods used to produce these value-driven items include embroidery, appliqué, hand or machine embroidery, quilting, patchwork, trim (sewing), lace, and more.

The most important thing to remember is that new companies may take advantage of shifting consumer habits by improving inventory management, using technological solutions, developing a solid brand positioning supported by market research, forming new partnerships in the supply chain, and doing low-cost experiments to increase their exposure.

Furthermore, competing with the large box companies in the essentials area is tough, so you should concentrate on filling gaps, particularly in the medium to high-end sector, and developing your narrative skills to establish a commercially successful brand.

Small companies must adapt to the changing demands of customers by providing products and services that are high in quality, affordable, and endorsed by brands that prioritize sustainability.

Analysis and Conclusion

An analysis of brand management strategies has shown the critical role that strategies play in branding and long-term success. In several categories, the following brands were identified as having a distinct brand image:

After revealing the tactics used by its parent company, Flipkart, such as Google Adwords, Remarketing, and Digital Marketing, Myntra received the highest number of replies in the apparel category. Club Factory's cutting-edge proprietary AI system instantly compares prices from many manufacturers to provide customers with the lowest price, which is why it has received the most replies in the Accessories area. By providing insights into items that sell quickly, it also helps suppliers lower the cost of dead inventory. In the lifestyle and home goods category, Amazon.com has received the most replies thanks to its numerous branding approach and Jess Besos's five key tactics, which are as follows:

1. Put yourself in their shoes and make an irresistible offer, much like the Godfather.
2. Refrain from disclosing information unless absolutely required.
3. Make sure teams are reasonably sized so that each member can easily eat two pizzas.
4. Cut off the small conversation.
5. Take a hostile stance.

In the realm of cosmetics, Nykaa is unrivaled. Content marketing is important to Nykaa. In order to highlight their worldwide trends, they provide high-quality material. Zivame has received more reactions than any other underwear brand because of how well it fits and how comfortable it is. With promotions like "Try at home," "Fit Consultant," "Discrete packing," and "Fitting Lounge," Zivame is increasingly focusing on internet and social media marketing. However, any plan may lead to a strong brand with some little adjustments to fundamental principles.

1. Public relations are more valuable than advertising since ads are costly and sometimes come seen as untrustworthy, particularly when they promote new brands. Thus, public relations played a pivotal role in the introduction of several very successful new brands.
2. People can't purchase brands; they can only buy things with names on them. Category is more essential than brand. Brand development should prioritize the product or category over attempting to establish a more recognizable name.
3. From the customer's perspective, the strategy is always overlooked, thus it's preferable if the brand name conveys the strategies of the brand. The name is more significant than the strategy.
4. Pictures always speak louder than words. The visual hammer drives the spoken message into the heads of customers like a nail. The people will pay more attention if the graphics are better.
5. When a brand is effective in more than one area and people hear it anywhere, they're more likely to remember it, which is why multiple branding might be preferable than single brands. When it comes to branding, strategic management is all about getting your message out to more people faster and more efficiently. Faster market positioning at a good commercial value is possible for a brand with distinctive tactics.

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