

Research on the Influence Construction and Communication Mechanism of Fashion Brands Conducted by Social Media Platforms

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Abstract: With the rapid development of Internet technology, social media has become an important channel for information dissemination, brand building and consumer interaction. The fashion industry, as a field highly dependent on visual display and trend and emotionally connected with consumers, is deeply influenced by the transformation of social media. This study aims to explore the social media platform (such as Instagram, MicroBlog, RED, etc.) how to influence fashion brand influence building and communication mechanism, analysis in the brand story, consumer participation, and the role of market segmentation strategy, effective use of social media resources for fashion brands to provide theoretical support and strategy advice.

Keywords: Social Media; Fashion Brands; Communication; Influence

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1.Introduction

In the digital age of the 21st century, the innovation of Internet technology, like an unstoppable trend, has profoundly changed peoples lifestyle, information access and consumption patterns. Among them, social media, as an outstanding representative of Internet technology, has rapidly emerged as the core platform of information communication, brand building and consumer interaction with its unique interactivity and immediacy. This change has not only reshaped the traditional marketing pattern, but also brought unprecedented opportunities and challenges to all walks of life^[1].

Fashion industry, as an important part of social economy and culture, has always been the vane of the trend. Its industry characteristics determine its high dependence on visual display, trend leading and consumer emotional connection. Before the rise of social media, fashion brands mainly spread information and branded brands through traditional media such as magazines, TV advertisements and other channels, but these methods were often limited by the scope of communication, cost and interaction.

However, the rise of social media has revolutionized the fashion industry. Social media platforms represented by Instagram, MicroBlog, and REDnote, with their huge user base, rich visual content, and powerful interactive functions, have quickly become the preferred platform for fashion brands for information dissemination, brand building, and consumer interaction. These platforms not only provide a stage for fashion brands to present the latest styles, trends and brand stories, but also greatly enhance consumer engagement and brand loyalty through user-generated content (UGC), KOL (key opinion leaders)

collaboration, and community operations^[2].

In this context, this study aims to explore how social media platforms influence the influence construction and communication mechanism of fashion brands. Specifically, this study will analyze the role of social media platforms in brand story telling, consumer participation and market segmentation strategies, aiming to reveal the unique value of social media platforms in fashion brand communication, and provide theoretical support and strategic suggestions for fashion brands effective use of social media resources. This not only helps fashion brands to better adapt to the changes in the digital age, but also provides useful reference and inspiration for other industries.

2.Brand storytelling

In brand building and marketing, enterprises need to explain the importance of brand description from many aspects. Brand stories can touch people, and build emotional connections with consumers. A vivid and infectious brand story can trigger the emotional resonance of consumers, thus enhancing their sense of identity and loyalty to the brand. This emotional connection is one of the key elements to a brands success. In a highly competitive market, brands need to have a unique identity to distinguish themselves. Brand stories can convey the brands values, mission and vision, and thus, create a distinctive personality. This unique brand personality helps the brand to occupy a unique position in the hearts of consumers. When consumers understand the origin, development process of the brand and the persistence and efforts behind it, they will trust the brand more. The integrity and quality conveyed by the brand story can enhance consumer loyalty to the brand. This trust and loyalty is the cornerstone of the brands sustainable development^[3].

2.1 Instagram

Instagram Through its visually oriented platform features, brands are encouraged to use high-quality pictures and videos to tell brand stories. The platform supports content publishing in multiple formats, such as pictures, videos, Reels and Story, providing brands with rich storytelling tools. Instagram Also allows brands to create custom fonts and gradient designs to enhance brand visual recognition for consistency in story telling.

2.2 MicroBlog

MicroBlog Support graphic, short video, live broadcast and other forms of content, providing a rich story telling means for the brand. Brands can build and strengthen their brand image by regularly releasing brand trends, user stories and interactive activities. MicroBlog It also supports functions such as topic discussion and questions and answers, providing the possibility of deep interaction between brands and consumers.

2.3 REDnote

REDnote encourages brands to tell brand stories through real, fun, and personalized sharing. The platform supports various forms of content, such as graphic, video and live broadcast, as well as diversified narrative methods, such as creative short videos and scene-based life. The brand can build and strengthen the brand image by telling the stories of the brand founders, sharing the brand growth process and displaying the social influence of the brand.

3.Consumer engagement

The importance of increased consumer participation is self-evident. It not only helps companies have a deeper understanding of consumer needs, but also improves brand image, promote product sales and enhance consumer loyalty. Consumer engagement is an important indicator to measure the degree of consumer investment in a brand or product. High engagement means that consumers are more willing to interact with brands and share their use experience and evaluation. Through consumer feedback and interaction, enterprises can obtain valuable first-hand information, so as to more accurately grasp consumer needs and preferences, and provide strong support for product improvement and new product development^[4].

3.1 Instagram

Through its interactive tools such as story features, voting, questions and sliders, users are encouraged to have two-way interactions with the brand. The platform also supports the use of tags, and brands can create and use brand tags to increase the visibility and interactivity of the content. Instagram Insights And other tools provide audience analysis and content performance data to help brands optimize release times and content strategies to increase engagement. Instagram Known for its

visually-oriented content sharing methods, brands and users can release high-quality pictures and videos to tell brand stories, and encourage users to share real life experiences. There are a large number of KOLs on the platform, and their cooperation with the brand can further amplify the influence of brand stories.

3.2 MicroBlog

MicroBlog Attract users to participate and share through diversified interactive forms such as hot topics, lottery activities, question and answer sessions and topic challenges. Brands can enhance users sense of participation and brand affinity by responding to users comments and private messages in a timely manner. MicroBlog Also provides data analysis tools to help brands monitor and analyze marketing effects to timely adjust content strategies.

3.3 REDnote

The REDnote is dominated by user-generated content (UGC), and the lifestyle, shopping experience and product recommendations shared by users constitute an important part of the brand story. REDnote mainly on the algorithm matching and community atmosphere made the depth of the layout, the REDnote algorithm can according to the users browsing history and preference accurate matching related content, make the brand story easier to reach the target audience at the same time REDnote community atmosphere, the interaction and sharing between users to further enhance the spread of brand story effect.

REDnote promotes the communication and cooperation between users and enhances the sense of community belonging by setting up question and answer areas, topic discussion groups, and holding online activities and challenges. The platform also provides user feedback channels and online customer service and other functions, so that users can feel that their voice is valued and enhance user satisfaction. By optimizing search engine algorithms and providing personalized recommendations, REDnote helps users quickly find the information they need and improve the overall reading experience.

4. Market segmentation strategy

Market segmentation enables businesses to gain a deeper understanding of the needs and preferences of different consumer groups, to discover the potential market opportunities, provide direction for new product development or market expansion. At the same time^[5], this strategy can improve the marketing efficiency, companies can develop more targeted marketing strategies for different consumer groups, including product, price, promotion and channel optimization. So as to improve the marketing efficiency and effect, segmentation can also enhance market competitiveness, enabling enterprises to more accurately position their own products and services, thus stand out in the fierce market competition, enhance the market competitiveness, help enterprises to rationally allocate their limited resources, such as human, material, and financial resources, ensure that resources can be devoted to the most potential markets and consumer groups, realize the optimal utilization of resources. Through market segmentation, enterprises can provide more personalized products and services according to the needs of different consumer groups, thus enhancing consumer satisfaction and loyalty^[6].

4.1 Instagram

Allows brands to reach a specific target audience through targeted advertising options and achieve market segmentation. The platform provides a rich advertising formats, such as image, video and Carousel ads, to suit the preferences of different audiences. By analyzing the audience data in Instagram Insights, brands can deeply understand the characteristics and needs of their target markets, so as to develop more accurate market segmentation strategies.

4.2 MicroBlog

MicroBlog Allow the brand to accurately locate the target audience through user portrait analysis, and achieve market segmentation. The platform provides a variety of advertising forms, such as information flow advertising, open screen advertising and video advertising, to adapt to the preferences and needs of different audiences. By analyzing the user data and behavior patterns on the MicroBlog, brands can deeply understand the characteristics and trends of their target markets to develop more accurate marketing strategies.

4.3 REDnote

REDnote uses data analysis tools to deeply understand user interests and preferences, and provide brands with accurate market segmentation strategies. The platform encourages multidisciplinary creation and the introduction of professional

field opinion leaders to meet the interest preferences and needs of different user groups. By regularly updating the content and integrating diverse and interesting elements such as information and user stories, REDnote continuously attracts and maintains a group of loyal user groups, providing a broader market space for the brand.

5. Conclusion

From the brand narration, Instagram pays more attention to the presentation of visual effects and the transmission of authenticity, suitable for pictures and videos; MicroBlog provides more diversified content forms, and emphasizes the guidance of topics and activities, suitable for more extensive story dissemination; RED uses UGC content and algorithm matching to build a brand storytelling platform closer to user needs.

From the perspective of increasing consumer engagement, Instagram pays more attention to real-time interaction and data analysis to help brands accurately understand consumer needs and adjust their strategies; MicroBlog improves user engagement and brand exposure through topic activities and data analysis tools. ; RED builds a more interactive and personalized consumer participation platform through questions and answers, topic challenges, and personalized recommendations; From the perspective of market segmentation, Instagram pays more attention to the construction of user portraits and interest labels to help brands to more accurate market segmentation; MicroBlog through data analysis tools and KOL / star cooperation, realize the precise positioning and segmentation of the target audience; RED through UGC content analysis and target market positioning, provides the brand closer to the market demand.

To sum up, brands with high consumer participation can often obtain more positive evaluation and word of mouth communication, so as to enhance their brand image and popularity. Active brand interaction can also enhance consumers sense of identity and loyalty to the brand, forming a stable consumer group. Increased consumer participation helps to stimulate consumers desire and enthusiasm to participate, thus directly promoting product sales.

Through online and offline integrated marketing, personalized recommendation and customized services, enterprises can further improve consumers purchase experience and satisfaction, and increase the repurchase rate and conversion rate.

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