

Analysis of New Media Marketing Strategies in the Fast Fashion Industry

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Abstract. New media marketing has become a new strategy for business marketing today, and this fast-paced marketing approach is gradually taking over the marketing market. The emergence of social media began as a simple way to create social interaction for people to share their daily lives and interests, but today, social media has a much wider range of uses. Many of the features created by the new media provide more channels for a wide variety of industries to advertise than traditional media, from simple posting of text and images, commenting and sharing of articles, to short videos and live streaming. These various functions have helped businesses provide consumers with more detailed information about their products, as well as wider dissemination, not only from the businesses, but also from the dialogue between consumers, also known as word-of-mouth marketing. On the other side, the fast fashion industry has been helped by new media promotion to help it run fast and keep up to date with new products and promotions. However, there are many disadvantages of new media marketing, if the company does not use it wisely, there is a certain probability that it will affect the company's image and interests, after all, in the age of the Internet, anything can be fermented quickly. Finally, when brands use new media marketing, they need to choose the appropriate promotion channels, as well as optimise the promotion content.

Keywords: Fast fashion industry; New media; New media marketing strategy; Self-media.

1. Introduction

The emergence of fast fashion has caused a wave of fast fashion changes, and the same emergence of new media marketing is an important channel that has contributed to the success of the fast fashion industry. The presence of new media is an emerging trend formed under the rapid development of the Internet, the continuous upgrading of computers and smart phones and other electronic devices for the development of new media framework, so that the new media can appear in people's lives all the time, nowadays, electronic equipment is a necessity of life, countless software development to facilitate people's lives, the user from the offline shopping and then gradually shifted to the online shopping, and the major Companies are also taking advantage of the development of the Internet to find new marketing channels, new media marketing. Among them, social media is not just a platform, it is changing the way businesses operate by identifying the determinants of customer engagement on social media and the impact of customer engagement on customer loyalty [1]. Businesses have shifted the promotion of their products to the new media, using a more consumer-friendly way of distributing information about their products. Nowadays, more and more young consumers prefer to learn about product information and other consumers' purchasing experiences on social media before purchasing a product, which they believe will give them more assurance about the finished product. Fast fashion is characterised by 'fast' and new media is also characterised by fast communication. When the two are combined to create more business value for the company, the company is able to retain and harvest more loyal consumers and potential consumers through extensive communication on the Internet, while maintaining a good brand image. In the past, the fashion industry used to be only for wealthy families, before the industrial revolution, clothes were tailored and took a lot of time, demographic and socio-economic changes led to greater differences in clothing and the emergence of different types of consumers. The emergence of fast fashion allowed consumers to purchase high fashion products at lower prices [2]. The industrial revolution helped the development of the apparel industry, during which the invention of the sewing machine accelerated the development of the textile industry, Europe and the United States began to farm cotton on a large scale, making it the first global

commodity, and then, by the mid-1970s, when some retailers in Western countries gained control of their products, they began to outsource the labour for production to some developing countries, making it more costly than making it in their own countries at a lower cost, so the fast fashion industry started to step into the whole market [2]. Today's fast fashion brands are ZARA, H&M, GAP, TopShop, and so on. Nowadays, it is an era of information technology development, and the fast fashion industry is also catching the trend of new media to help it reach its business goals and gain more consumers.

2. Fast Fashion Industry and New Media

2.1. About the Fast Fashion Industry

The concept of fast fashion is based on the 1980's and then in the early 1990's a number of large department stores' chains in the US began to bring low cost and edgy fashion products to the market, increasing their competitiveness. This led to a significant drop in clothing prices in Europe in the 2000s, but consumer demand for clothing continued to grow, resulting in the rapid development of the fast fashion industry. By 2006, the total amount of clothes purchased by consumers had increased by 30% from four years earlier, and the competition between the major fast fashion brands became more and more intense, in order to increase their competitiveness, from a two-season fashion calendar to a rapid fashion evolution [3]. These brands started to update their clothing collections more quickly to attract consumers, characterised by the retailers' fast production product cycles and consumers' impulse purchases [3]. Fast fashion brands mainly serve some young people living in the city, they have completely different consumer concepts from the previous generation, they are a group of new consumerism, they have some financial ability but not enough to pay for expensive luxury goods, but they still want to pursue the fashion trend, for example, a luxury brand produces a dress, but many young consumers do not have enough financial strength to For example, a luxury brand produces a dress, but many young consumers do not have the financial means to afford this high end fashion product. Soon, a fast fashion brand produces a dress with basically the same design and it is one percent of the luxury product, but the only difference is that the quality of the fast fashion brand's dress is inferior to the fast fashion brand. If consumers can spend \$50 on a dress that looks better, most of them will not be willing to spend more money on a more expensive dress, and although there is a difference in quality, consumers seem to prefer to buy cheaper so they can buy more clothes. While fashion trends are constantly changing over time, young consumers' pace of spending on fashion is also changing with the trends, which has prompted fast fashion brands to keep changing their products.

2.2. Media Development and New Media

Yajia Ruan collated the historical development of human communication media, initially human beings seek visual and stimulation of information so there is a need for communication, from the initial language communication, to the invention of writing, to the communication of paper media, for example, newspapers, magazines, leaflets, to the era of the development of the Internet, the electronic media began to develop, and then to the current new media communication. These modes of communication satisfy the human needs and satisfaction of receiving information, while technological development promotes the innovation of communication media and the progress of society [4]. The concept of fashion magazines existed as early as the 17th century, while fashion magazines in the modern sense appeared in the United States in the 19th century, with the birth of Harper's Bazaar in 1867, followed by vogue in 1892. Fashion magazines help to spread the word about the new clothes produced by brands and designers, fashion magazines spread the word cheaply and more quickly and to a much larger extent, where ordinary people can buy and receive more information about fashion trends.

The influence of new media has grown over the years and according to data, there are more than 3.7 billion social media users around the world, new media is influencing and changing people's lives

all the time. New media is very different from traditional media, especially in the media form and technology level, and new media has more advantages [5]. Its most important feature is digital communication, through the integration of information into data, instant dissemination, does not require a long time to review, shorten the cycle of information dissemination, which can intuitively enable people to quickly receive detailed information. Moreover, new media marketing channels are diversified, with strong resource integration ability, and the accurate tracking and screening of big data, which helps users find the content and products they are interested in as much as possible. There are also many promotion channels and methods that brands can choose, and the marketing cost is low, and it is also able to carry out two-way communication and get feedback in time, which is the interactive information dissemination function of new media [5]. The previous relationship between the company and its customers through social media to interact more and more comprehensively, to build closer ties with each other, in the business objectives, the company can benefit from these platforms, expanding the audience of consumers, not only the type of consumers, but also geographic expansion [6]. The coverage of the communication is becoming more and more extensive, and to achieve the information dissemination of the whole territory [5]. This is known as social media marketing. Companies can use marketing intelligence sources on social media to analyse customer behaviour and tailor the content they want to focus on according to their preferences, a personalised dissemination of information [5,6]. Nowadays, more and more fashion brands are using social media marketing to enhance their competitive advantage.

From luxury goods to fast fashion, the fashion industry is gradually developing ways to build and maintain customer relationships through the Internet, and companies are reducing traditional advertising budgets to fund social media marketing (SMM) campaigns [7]. Self-media has been a trend in China in recent years, with popular social media platforms such as Weibo, Jieyin, Xiaohongshu, Shutterstock, and Bilibili, which used to be simply a way for people to share their daily lives, but have now become a new marketing channel for businesses. In 2023, 96% of investors intend to put more money into live video, they believe that live video has the highest ROI of all social media, because live streaming allows brands to connect directly with consumers, viewers can visualise the product itself, the quality in the brand's live stream, in some live streams, the anchor may intersperse some interaction with fans, language Or give the audience of the live broadcast some product discounts to mobilise consumers to buy enthusiasm, which can help the brand to retain and harvest more consumers.

3. New Media Marketing Communication Methods, Advantages and Disadvantages

3.1. Changes Brought by the Emergence of Social Media

The Internet has gradually covered people's lives, and the emergence of social media has provided new marketing channels for brands and companies, with consumers shopping online far more frequently than in offline shops [8]. The earliest and most widely used communication medium in the fashion industry is fashion magazines. Back then, a single sentence, a picture, a comment, or the same style of a certain celebrity in a fashion magazine could determine a brand's sales for the season. Nowadays, with the advancement of technology and the widespread use of social media, people do not have to wait for monthly magazines to find out what is new from the major brands or what is trending today. Retailers have caught up with the new trend of the internet and started using social media marketing. Especially for fast fashion brands, fashion magazines can not keep up with the new arrivals of fast fashion brands. So for fast fashion brands, new media is the most effective and fastest marketing medium. In the past, the editors-in-chief of magazines taught people what clothes they should buy and how they should match their outfits in the magazines, but now through social media, people can decide their own unique fashion style and get more specific information.

3.2. Social Media Spreads Messages for Brands

The frequent updating of fast fashion needs a publicity outlet to spread the product information quickly, and the Internet has the characteristic of rapid dissemination, which caters to the publicity needs of fast fashion brands. Social media provides a friendly communication channel for fast fashion brands. Most of the users of new media are young groups, which are the same as the target consumers of fast fashion brands, and the brands can post fashion messages to find users who are interested in fashion. Social media features have also been updated and adapted to the needs of fast fashion products, from the initial images and text to videos and hashtags, providing brands with an exclusive platform for conversation, and even direct banners to the brand's website.

Urban Outfitters is an American brand founded in 1970 and is a popular fast fashion brand in Europe and the United States. Urban Outfitters collects consumer shopping preferences mainly through apps, it uses social media to build a strong brand community and its main target audience is millennials. The brand utilises snapchat to track consumers and the ratings on the app are growing every month. Additionally, Instagram, the most popular social app for young people, has become a social media marketing channel for Urban Outfitters, where the company invites consumers to share their shopping experiences and lifestyles on the platform, interacts frequently with consumers, and drives engagement with consumers and consumers together. This has helped the brand attract more consumers who like the brand's designs and, by constantly featuring new products on the platform, it has gained more followers. Urban Outfitters has created word-of-mouth marketing by creating its own hashtags on brand-related topics and building an online community of fans, which not only reduces the company's marketing costs, but also improves consumers' trust and loyalty to the brand. Urban Outfitters' Instagram follower base exceeded 5 million in 2017, a 65 per cent increase from the previous year, with the number of new followers growing at a rate of 200,000 per month.

H&M, founded in Sweden in 1947, is a globally recognised fast fashion brand, this company's business philosophy is to provide fashion and quality at great prices and in a sustainable way [4]. In China, H&M uses Weibo as one of the channels for social media marketing, it uses the platform's topic function to establish its own brand topic platform, posting topics for the brand's seasonal upgrades, sharing the brand's fashion information, and posting content to share in a more lifelike language and pictures, which is more approachable to consumers. At the same time, the brand will also be in the special holiday on new products and release related content, with the help of the topic to create a festive atmosphere, which can attract a portion of consumers to pay attention to the topic to enhance the stickiness of the fans, and improve the recognition of the fans of the brand. At the same time, mobilise the participation of relevant celebrity fans to improve the interaction and forwarding of microblogging, and increase the exposure of new products [4].

3.3. Short Videos' Self-media Marketing and Lifestyle Picture Messaging Approach

The emergence of social media platforms was initially to provide a channel for people to share their daily life and socialise with people all over the world, and people share photos and texts to attract people who have the same interests and common topics as themselves. In social platforms, social attraction, visual attraction can enhance consumers' desire to buy, and there is an intermediate effect between cognitive evaluation and emotional evaluation [9]. And with today's social media marketing approach as it is, many businesses have capitalised on this to get consumers to attract more potential customers.

Urban Revivo is a fast-fashion brand established in 2006 under Guangzhou Fast Fashion Company. in China. The brand is frequently featured on various new media platforms, for example, Xiaohongshu. Xiaohongshu, a popular social media platform in China, User Generated Content(UGC) is the core mode of operation of the platform, through community interaction, it can target market, for example, the main gender of the user is female, the age of focus on the eighteen to thirty years of age, and according to the user's choice of interest in the topic of the user to accurately push to the user related to the topic of the information, including product information, personal preferences. urban Revivo's main market target is similar to the users of Xiaohongshu, so the brand uses Xiaohongshu

to precisely push to the users who are interested in fashion trends, for example, the company has a new season of fashion, and there is a new fashion trend, so the company creates a topic of conversation on Xiaohongshu platform by using the new fashion trend, and many users who are interested in this trend will be attracted to the brand's new products. The company uses the new fashion trends to create buzz on the Xiaohongshu platform. In addition, Xiaohongshu mainly adopts the word-of-mouth promotion strategy, the object of marketing is consumers, and successful marketing can only be achieved if consumers approve of the products. Many inexperienced consumers will check the consumer reviews of other consumers by checking them before purchasing a new item. The connection between consumers has more trust than between consumers and merchants. At this stage, the publicity and promotion strategies of clothing brands on new media are mainly divided into form, diversion, and content strategies [9]. Urban Revivo takes advantage of this, in addition to cooperating with celebrities, the brand invests money in them, so that they wear a whole set of wear of their own brand, and display the wear pictures or short videos with exaggerated captions as well as lifelike textual content on the platform, and at the same time, these bloggers will also disclose At the same time, these bloggers will also reveal some of the brand's special offers. Platform users are often attracted by these seemingly consumer bloggers, who like, interact with, favourite and share the post, becoming potential consumers of the brand while also providing popularity and traffic to the blogger's post, and thus more platform users can browse to the post. The location function on Xiaohongshu can also show the exact location of offline shops, which not only attracts followers to the online shop, but also attracts some users to visit the offline shop.

3.4. Live Streaming Marketing Strategy

Live streaming marketing is a major breakthrough in new media marketing, which is more comprehensive than simply posting pictures, text and video to present product information to consumers. Live streaming influences fans' purchasing decision mainly because of their trust in the web celebrity or anchor, among which, the anchor's personal charisma, excellent content, effective interactions, and reward mechanisms, such as lucky draws and discounts, which may inspire viewers' desire to buy and carry out the act of purchasing [10].

Founded in Nanjing, China in 2008, fast fashion brand SHEIN operates fast fashion women's clothing and is a global cross-border e-commerce company. Since 2015, Shein has successfully entered the markets of Europe, America, and Southeast Asia and occupied a part of the market share [11]. Shein's rapid development is due to the opportunity given by China's cross-border e-commerce, and it has fully used its corporate strengths to open up overseas markets. The brand uses social media as its main marketing channel, and has a huge flow of fans on the official accounts of major mainstream media. As Shein has appeared in different geographical markets around the world, Shein has also localised its accounts in different regions even more, releasing clothing styles and models that are more in tune with the aesthetics of the locals. It takes a lot of time and money to prepare for a fashion week for luxury goods, while fast fashion can be a hassle to organise a runway show because of the fast pace of clothing updates. So SHEIN uses the most popular marketing model in China, live broadcasting to sell goods. The company even invited some famous music stars to hold global live broadcasting events. The company attracts traffic to the app side by posting live broadcasting events with various themes on social platforms such as Instagram and YouTube, which brings the brand closer to the consumers, and uses this new and innovative marketing way to attract users' attention and achieve low-cost solicitation. Live selling can better show the details of the product, compared with the picture and text promotion, consumers can get clearer product information, as well as intuitive feel the effect of the clothes on the body. At the same time, Shein uses web celebrities KOC and KOL to continuously draw traffic to the official website, when the stars and head KOL dividend declined, the company copied China's netroots economic marketing model immediately shifted its focus to the small KOC's, free to redditors to try on, and through the redditors to issue coupons to attract their fans [11,12].

3.5. Advantages of New Media Marketing for Companies

Companies can benefit in various ways by using social media as a new marketing tool. Social media can help companies to interact with their users more closely and directly [6]. And, because of the fast-paced frequency of updates on social media, the large distribution allows customers around the globe to get the latest information about what the brand or company is offering, such as, products, services, trends, and promotions. In addition, social media will generate word-of-mouth effect, customers who use social media are willing to share with others new information about this company or brand on social media, and it is fast, just retweet and share on the platform or leave a message directly in the comments to remind, the company can learn from the platform about the wishes and needs of the consumers, and quickly respond to improve the product according to the customer's needs to win a good word of mouth. In addition, the company can reduce the cost of marketing on social media, no longer need to spend more energy on advertising production. The three main structures of social media marketing are: interaction, trends and word of mouth [6]. The emergence of social media has made it simpler to connect people all over the world and through the rapid dissemination of information it has influenced the fashion industry by accelerating the trends, before this it took months or even years for a trend to start and for a new trend to arrive, social media has accelerated this process [4]. Nowadays, consumers have the freedom to choose and buy the fashion style they want and have a wider choice of clothing styles.

3.6. Vulnerabilities of New Media Marketing

Social media marketing can lead to problems that may affect consumers or the company itself. Some companies use faking and baiting to earn traffic in order to increase exposure, for example, buying the number of fans, false propaganda, etc. For example, when products appear in short videos or pictures, the filter function is used or the lighting is excessive resulting in chromatic aberration of the actual colour of the product. These behaviours can quickly increase exposure, but in the long term will lose customer creditability, consumers who buy products and find product quality or products do not match the seller, and find that they have been cheated by the business, consumers will use the Internet and verbally warn the rest of the masses who have not purchased, which will make the brand's image regress, and also make consumers' attitude towards the new media marketing become cold, lose loyalty, and increase misgivings when purchasing on new media platforms in the future, which will lead to the loss of customer loyalty. Platforms will increase their scepticism when purchasing, making the new media marketing trend slow to grow. In new media marketing, some companies will simply repeat the same video and put it on different social media platforms, the same pattern of marketing copy and illustrations will make consumers aesthetically fatigued, which will make the brand reduce attention and credibility. In addition, the netroots economic sales model that is in trend today is also a major problem in social media marketing, many fans of Internet celebrities always trust them unconditionally, and many brands invest most of their money in netroots bandwagon in order to market their products, and some of the goods that netroots marketed for the brand they do not know the usefulness of them, or they have the wrong concepts when explaining the products to their viewers, which will cause consumers to get some wrong perceptions. In addition, in order to make profits, some netizens promote bad or low-quality products, or intentionally discredit a brand's products, misleading consumers, so that they lose the ability to judge, and simply follow the trend and insults. In addition, some celebrities do endorsement for the brand, but the celebrity has some bad reviews, the incident will spread quickly on the Internet after fermentation, which may affect the consumer's desire to buy the brand decreased, the brand also need to spend energy and money on public relations, which will cause the company to lose profits, but also lead to the consumer's trust in the brand is reduced, and deterioration of the social media platform culture. If a company chooses the wrong new media platform or a celebrity to market for it, the company will need to take some unknown risks in this era of rapid information dissemination.

4. Suggestions and Future Development of New Media Marketing Strategy

4.1. How to Use the New Media Marketing Strategy in the Fast Fashion Industry

The advantage of new media over traditional media is that the audience can choose from passive selection to active selection of demand products, the company should focus more on the consumer group audience segmentation, in-depth understanding of the specificity and needs of the audience group and promote the brand to help harvest more potential users, and will be converted into actual users or even long-term users [13]. On social media platforms, in addition to the company's advertisements for products, there is also a common bond of Internet celebrities, who help the company spread product information by shooting videos and publishing text and pictures, and the fans of these celebrities may become new consumers or loyal consumers of the brand, but if the bond of Internet celebrities has problems, for example, false propaganda for the sake of marketing, exaggerating the product's functions and quality, and deceiving the consumers. Functions and quality to deceive consumers, this is likely to cause the brand to lose credibility. Therefore, the fast fashion industry needs to pick this 'nexus' in this regard by understanding the styles that different web celebrities specialise in, for example, the dressing style of a fashion blogger, as well as the age and preferences of the blogger's fan base, and whether or not the web celebrity has high traffic figures. The final decision is then made on which bloggers to use to achieve the highest possible message reach and distribution rate for the company. When marketing on social media platforms, attention should be paid to the way of displaying the clothes, such as hanging, laying, indoor studio and outdoor shooting, and also need to show more matching, so that consumers can have a better understanding of the style and style of the clothes and increase the credibility of the brand [14]. Enrich product information, such as fabric characteristics, colour matching, washing methods, size selection, etc. to increase consumers' further understanding. In addition, brands need to pay attention to the effectiveness of the platform to enhance the visibility of the brand content, combining all kinds of forms, such as text, pictures, video, live broadcast [14]. In addition, the company can appropriately distribute fan benefits on special holidays, enhance interactivity, respond to fan needs in a timely manner, strengthen the degree of content publicity and create a topic to enhance the positive word-of-mouth publicity of the brand by consumers to improve the recognition of the brand by others.

4.2. Fast Fashion Industry Uses New Media Marketing to Create More Opportunities

For fast fashion brands, they should not only limit themselves to promoting their products in this channel that can spread information quickly, because fast fashion brands update their products too fast, unlike some luxury brands that have their own classic clothing styles that can be remembered by the audience. Fast fashion companies should use advertisements to promote their brand culture, brand history, brand style, and also need to follow the changing trend of new media to do more innovation when using new media to communicate the brand to highlight the uniqueness of the brand, to attract more customers [13].

5. Conclusion

The significance of this article is to understand the reasons why fast fashion and new media are the trends in today's society, and the advantages of using new media marketing for fast fashion brands, to analyse the new media marketing strategies of fast fashion brands, to find the marketing loopholes, and to make suggestions for improvement and future development. Modern society after the development of the Internet, traditional media is declining after the emergence of new media, and the emergence of new media has become a new marketing channel for enterprises, and social media marketing is gradually affecting the lives of consumers, and has become an important part of today's social and economic development. The article also discusses the development of the fast fashion industry and its target consumers, and that fast fashion and new media have a complementary relationship. The emergence of new media has helped fast fashion brands to have more advantages

in the field of marketing, expanding the number of consumers, and new media has also helped fast fashion brands to quickly change the fashion trends. New media provides text, pictures, videos and live broadcasts for product marketing, showing consumers product details and value in more ways. In addition, brands create accounts on social software and establish topic platforms and labels, regularly updating new fashion information, product information and promotions to attract more fans' attention and increase user loyalty and stickiness. Enterprises will also use the sharing nature of social platforms, the full use of word-of-mouth promotion, and platforms on the Internet celebrities and celebrities, enterprises to allow consumers and potential consumers to interact with each other, through bloggers to share the experience of using the product, to help brands to promote their products. New media marketing has great commercial value for fast fashion brands, but there are also some loopholes between the two, some companies in order to attract traffic and false publicity products, or with some of the product features are not clear blogger cooperation leads to appear consumers receive goods have doubts, etc., these will affect the business objectives and brand reputation. In this regard, this article offers some targeted advice and strategies for future new media marketing, such as using a more comprehensive format to display products, selecting bloggers to work with accurately, and reducing promotional losses. The article has some shortcomings, missing more detailed data and literature references, in addition to the lack of use of some specialised terminology. In the future, there is a need for more detailed analysis of the case as well as more search for valuable data to provide strong proof and analysis for the research questions.

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