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Fashion Blogging as a Marketing Tool: A Cross-Cultural Investigation to Help the Emerging Fashion Markets

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Abstract : Over the last decade, the emerging phenomenon of fashion blogging has altered the fashion landscape by providing new avenues of marketing to the fashion brands and designers. Given the growing popularity of this trend, there is a potential research scope within the developing fashion markets in South Asia as the majority of the previous studies have been centralized in the context of an established fashion industry. Therefore, the aim of this paper is to provide an insight on how these newly established marketplaces can benefit by incorporating fashion blogging as a marketing tool in a cross-cultural context. For this reason, the established fashion industry of UK and emerging fashion market of Pakistan was chosen to address the impact of cross-cultural differences on blogging based on the idea of individualism and collectivism. The study used a qualitative approach, using the semi-structured interviews with the fashion industry professionals including PR experts, fashion designers and fashion bloggers Additionally, a questionnaire was designed to gauge consumer's perception of the blogging from the chosen fashion industries. It is established through the research findings that blogging has evolved from a trend to a strategic public relations and marketing tool in the established fashion industry, which is progressively growing its roots in the new emerging fashion markets. Furthermore, it is evaluated from the research that the cross-cultural differences have a positive impact on fashion blogging. Thus, this research paper serves as the guideline for the emerging fashion markets to incorporate fashion blogging as a marketing tool which can facilitate effective cross-cultural communication.

Keywords : blogging, digital marketing, cross-cultural, social media
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