

## Online Marketing Communication Strategies and Value Creation of Women's Fashion Clothing Business.

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**Abstract:** When buyer behavior shifts to a new standard Brands need to develop techniques and communication methods that can create both interest, present value, attract and communicate goals. Including different identities consistent with the behavior of the new standard of buyers appropriately Therefore, online marketing is considered to be very popular nowadays. Therefore, the researcher is interested in studying online marketing communication strategies and creating added value for women's fashion clothing businesses. The research results were obtained from this study. Able to use the knowledge gained as a guideline to add value to brands and products to build credibility. And able to step up to be the number one in the minds of the target group. This will be the cornerstone to help businesses grow sustainably by collecting data from female consumers who buy goods and services online. A random sampling of 500 people in Bangkok and a questionnaire was used as a tool. Statistics used in data analysis were percentages in measuring the personal attributes of respondents, mean, and standard deviation (SD).

The results showed that Most of the respondents were satisfied about the understanding of the target group was at a high level, but when considering each aspect, it was found that it was at a high level in all aspects. The average from high to low is Get to know the next target group and understand the behavior of the next target group. There is a target audience. As for the item with the lowest average, content marketing is satisfied with Clear communication, at a high level. But when considering each aspect, it was found that it was at a high level in all aspects. The average from high to low has effective communication followed by neutral communication having clear communication on point, and the item with the lowest average, having a variety of communication channels Respondents were satisfied with access to all channels that consumers at high levels but when considering each aspect, it was found that it was at a high level in all aspects. The average from high to low is sticking to the trend of social participation, followed by a collaboration with creative the next step is to create the most reliable content, the part that has the least average, and cooperate with the agency.

**Keywords:** Online Marketing, Communication, Strategies, Value, Women's Fashion Clothing Business.

### 1. Background

Currently, the e-commerce market value compared to the retail market value in Thailand is only 2-3% and compared to 20% of the e-commerce market in mainland China. Thailand still has more opportunities to grow. Explore the best-selling online products of 2019. It appears that number 1 is the fashion clothing group. Made the

highest sales or accounted for 24% of all product categories, while related products in the best-selling group were bags and women's underwear. and women's clothing, number 2 is about health and beauty, especially food supplements, which is one of the choices that enhance your health, number 3 is Furniture and home accessories, ranked 4th in the category of sports, outdoor pets, and collectibles such as exercise clothes that are popular with health trends, including pet accessories, whether it's pet food or flea and tick medicine. It's a best seller. And in fifth place are telephones and communication equipment. This is considered the fifth factor of human beings that must be always with them and is almost indispensable, therefore related products are also popular, such as phone cases, charging cables, or car phone holders.



Fig.1 Top 5 products of online shoppers in Thailand

Shanathi & DestiKannaiah 2015 had made researched consumers' perceptions towards online shopping the key objective of their study was to know the type of products purchased by customers online, study was executed on a sample of 100 Majority of the respondents belong to that student community. The study found that product information, flexibility, price, range of products, convenience, and delivery speed, were a few of the factors that have motivated customers to purchase online.

.Nausherwan et.al 2016has focused on the major key factors that are being considered by customers while shopping online the findings also included how customers' safety and privacy concerns about the online shopping of goods and services influence their purchase patterns and buying behaviors.

Manisha & Shukla 2016 made research "An Analysis of Consumer Behaviors in Respect of Online Electronic Purchase of Electronic Devices to Bhopal and Jabalpur City ". the key objective of the researcher was to clarify and gain insight into consumer Behavior concerning the online purchase of electronic goods, to know consumer expectations in online stores, to find out influential features for users who go online purchasing, and to analyze customer needs and requirements, especially in Bhopal and Jabalpur in the city of Madhya Pradesh. The sample size of the study was respondents from Bhopal and Jabalpur city. Proposed findings The research work stands as follows customer-oriented, Time Saving, Product Quality, Product Price, Easy Accessibility, and Buy Anywhere Anytime. these are some of the most important factors that affect customers' attitudes toward online product purchasing. The small factors that influence customer attitudes toward Online electronics purchases are a matter of technology features, guaranteed quality, delivery fees, and a variety of promotions and discounts. The concept regarding internet shopping is different in Bhopal and Jabalpur city. From the data analysis, the researcher concluded that the online product market captures a high percentage of people who buy from it. Digital Marketing & Consumer Behaviour To say that the internet and evolving technologies have created an evolution in consumer behavior is probably a massive understatement. Digital developments drive the way consumers interact and transact with businesses, creating a multitude of opportunities and challenges. On one side, digital marketing and technology are responsible for transforming consumer behavior, but it is essential to understand that consumer behavior is shaping digital marketing. The exponentially growing digital shift means that everybody uses social media, smartphones, apps, and other devices to discover and communicate with brands. That has been further accelerated by the Covid-19 pandemic, which has forced people to live in an e-commerce world as they cannot leave their homes



Fig.2. digital marketing(<https://www.infidigit.com/blog/what-is-digital-marketing/>)

## 2. Methods

The collecting data from female consumers who buy goods and services online. A random sampling of 500 people in Bangkok and a questionnaire was used as a tool. Statistics used in data analysis were percentages in measuring the personal attributes of respondents, mean, and standard deviation (SD).

### 3. Results

The results showed that Most of the respondents were satisfied about the understanding of the target group was at a high level, but when considering each aspect, it was found that it was at a high level in all aspects. The average from high to low is Get to know the next target group and understand the behavior of the next target group. There is a target audience. As for the item with the lowest average, content marketing is satisfied with Clear communication, at a high level. But when considering each aspect, it was found that it was at a high level in all aspects. The average from high to low has effective communication followed by neutral communication having clear communication on point, the item with the lowest average, has a variety of communication channels Respondents were satisfied with access to all channels

### 4. Discussion

The results were discovered in this study.

1. Understanding brands and products to set a clear position when considering various aspects found that brand positioning to a large extent, the first is teamwork, the ability to achieve more marketing strategic achievements.
2. Reaching all channels where consumers are both offline and online. When considering each aspect, it was found that the influence of social participation had opinions at a high level on the influence of social participation. Add value to brands and products to build credibility. And able to step up to be the number one in the hearts of female target consumers

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