



## **Roles of Fashion Blogs in Marketing**

**Añonuevo, Jalen Rose C.**

[2019127851@feu.edu.ph](mailto:2019127851@feu.edu.ph)

Institute of Accounts, Business and Finance  
Far Eastern University – Manila

**Exconde, Alexandra Marie L.**

[2019097661@feu.edu.ph](mailto:2019097661@feu.edu.ph)

Institute of Accounts, Business and Finance  
Far Eastern University - Manila

**Valladolid, Anjelo F.**

[2019108611@feu.edu.ph](mailto:2019108611@feu.edu.ph)

Institute of Accounts, Business and Finance  
Far Eastern University - Manila



This publication is licensed under a [Creative Commons — Attribution-NonCommercial 4.0 International — CC BY-NC 4.0](https://creativecommons.org/licenses/by-nc/4.0/)

**Website:** <https://wakelet.com/@BATamaraw252>

---

### **Abstract**

Fashion blogs in marketing are a source of targeting global audiences through trends and different lifestyles. It is also a new way of marketing strategy that could attract consumers through advertisements and social media platforms. It is also a way of creating a strategy that could differentiate their mindset towards the fashion blogs and trends within their lifestyles. Through fashion blogs, they can assess their choices for the latest trends that can be seen through social media platforms. However, we interviewed 18 participants ages 20-24 years old, sharing their insights into our research and follow-up/probing questions regarding The Roles of Fashion Blogs in Marketing.

**Keywords:** *marketing strategy; global audiences; fashion blogs.*

---



## 1. Introduction

Marketing channels advocate the different uses to advertise a product and other activities to increase their sales profit and reputation in the business. Fashion blogs indicate the wonders of how people would compete globally for their consumers' impact towards the local and international market. According to (Shah 2021) fashion blogs are the most encouraging events for the fashions that are highly competitive. In January 2009, the google indicated that fashion blogs searches have emerged within their regions and have become the internet sensations for over a decade.

A blog is a potent marketing and communication strategy or tool that is used by businesses or company owners to strengthen client interactions (Halligan and Dharmesh 2010). Blogging is the best way to inform people on what to do, wear, and try, as well as what we subscribers should avoid trying. Businesses utilize blogs to build customer interactions, and they are considered effective marketing and communication tools that are easy to use and manage. In our present era, fashion blogs are the most successful thing that we see on a daily basis to advertise their designs, abstract quality, and desirable impact on the people. Most of the fashion blogs are seen in social media, magazines, and different competitive platforms knowing the fact that Fashion blogs feature different lifestyle clothes, pictures, and other accessories that could recommend people's choices. Fashion blogs especially in marketing designs to equip designers not just to trends but to form a holistic development of global audiences and branding into their product.

Fashion blogs is a main concept that has attributes for the marketing mix. The purpose is to promote designs and quality that were made available in the market. According to (Hoffman and Halvorsen 2013), the role of Fashion blogs aims to provide a functional tool in marketing and could determine the behaviors of each segment that can fulfill its targeted consumers in the market industry. An exploited research design develops to influence the fashion blogs that can directly use the main components in marketing channels with the roles of Fashion blogs in it.

Having a good sense of style or being a fashionista needs to be more informed in the latest collections of different clothing and accessories brands and made by designers. As a result of being a fashionista or who loves to style, fashion bloggers devote a good deal of time each day to reading fashion blogs, searching for fashion websites, and creating posts in order to stay ahead of the fashion curve. According to Hauge (2006), bloggers' proportion



of fashion news coverage is rapidly growing, with numerous benefits over traditional media: blogs can immediately react and respond to current events that are relevant to fashion news.

The fashion business has a help of digitalization and internet development that occurred in the 21st century. And as social media's popularity continues to rise, a new player in the fashion business has emerged, which are the fashion bloggers and the fashion blog articles or sites. Blogs play a huge role in any consumer's life, because this helps them choose and get ideas with their preferences. Another thing is that popular bloggers are seen by brands as their journalists for their brands and as influencers. "The internet has enabled regular people to reach a large audience, to 'take hold of the megaphone" (McQuarrie, 2013). As a result of fashion blogging, various fashion influencers have developed. It was said that blogs "rank higher than Twitter for molding their opinions and higher than Facebook for motivating shopping decisions," according to consumers (Redsicker, 2013).

The objective of this study is to see if fashion blogs really do create opportunities for fashion businesses to grow and if they really do influence followers. What are the negative and good marketing consequences of fashion blogs? The following are the questions that the researchers are looking for:

**RQ 1:** Can fashion blogs influence consumer insights and behavior?

**RQ 2:** Are fashion blogs useful to increase conversions?

**RQ 3:** How can fashion blogs establish brand identity?

## 2. Research Method

Blogs focused on fashion brands, and new trends in social media. (Hoffman and Halvorsen 2013), fashion blogs are one of the main concepts in brand marketing that aims to determine the behaviors for the targeted consumers. An exploited research design develops to identify The Roles of Fashion Blogs in Marketing. The researchers will identify and be able to improve the current research about fashion blogs and their impact on brand marketing, as well as any additional research and techniques for effectiveness.

The researchers will use the quota sample knowing that it represents the selecting interviews for the participants in a focus group discussion. According to (Research Manchester Uk, 2021) it is to seek opinions between the influence of fashion bloggers in marketing, and to see the factors that could affect its consumers choices through fashion. It will give the people to assess their responses through answering research questions and



follow up/probing questions to support their statement for giving insights about the Roles of Fashion Blogs in Marketing. Furthermore, it will be a recommended sampling technique that will select a set of participants, for the data itself that will be collected.

The original sample size for this study is 15-25 participants. Furthermore, our research study will be focused on the 17-25 participants ages 20-24 years old that will be interviewed and asked questions regarding their insights about the Roles of Fashion Blogs in Marketing.

Due to some fashion bloggers that influence consumers for fashion trends, there are some individuals that take such fashions through their choices. (Digital Commons, 2012) stated that 20 bloggers have removed the opportunities in the fashion industries. Furthermore, coming up into the interview questions could support their insights through fashions. Moreover, the researchers have prepared a set of questions for the focus group discussion in order to gather more information for the study. The survey questionnaire will be answered by people ages 20-24years old. The questions in the survey cover issues such as on how well fashion blogs can assist businesses in becoming more well-known in the market. The data gathering instrument that will be used is in a form of interview to know the reliability of the Roles of Fashion Blogs in Marketing.

The following questions are listed below:

- Can fashion blogs influence consumer insights and behavior?
- Are fashion blogs useful to increase conversions?
- How can fashion blogs establish brand identity?

The sets of questionnaires that will be answered by the respondents will be compiled and used for evaluating their insights in the Roles of Fashion Blogs in Marketing. Moreover, the researchers will use some information that is connected into the study itself. It will give ample time for us researchers to consider the respondents thoughts and ideas through the Roles of Fashion Blogs in Marketing.

### **3. Results and Discussion**

Table 1. Presentation of data analysis for research questions number 1 using codes and corresponding descriptive themes.



# JOURNAL OF UNDERGRADUATE RESEARCH IN BUSINESS ADMINISTRATION

Preprint | Open access | Semi-annually | Course final output

Vol. 1 Issue No. 6

February – May 2022

RQ 1	CODES	THEMES
5- Yes	Strong Relationship	Buying behavior of consumers.  Influence of Fashion blogs
1- Neutral	Enticed	
	Impulsive buying	
	Influenced by vloggers	
	Reliable source	
	Word of mouth in marketing	

The majority of respondents agreed that fashion blogs had a significant impact on the market when the researchers asked the question "can fashion blogs influence customer insights and behavior." It got a 100% agreement since being a fashion influencer is a good tactic to produce good sales to the market by giving a trusted product to their subscribers. One of the Advantage of being a fashion blogger is that they can easily communicate to their followers because of their word of mouth, because when consumers read a blog and eyed on something they liked or that looks enticing, they'll probably buy it right away without thinking about the price, therefore you're an impulsive buyer.

The findings show that influence marketing has an effect on purchasing intentions for the products provided, as well as attitudes and behaviors related to fashion and beauty. According to Sedeke, K.,(2012),Consumers, regardless of age group, have positive attitudes toward blogs, with the majority openly admitting that they identify with and relate to bloggers and their blogs. The older respondents use blogs more frequently, and their motivations for doing so derive from a desire to stay up with the latest trends and learn new knowledge.

Table 2. Presentation of data analysis for research questions number 3 using codes and corresponding descriptive themes.



# JOURNAL OF UNDERGRADUATE RESEARCH IN BUSINESS ADMINISTRATION

Preprint | Open access | Semi-annually | Course final output

Vol. 1 Issue No. 6

February – May 2022

RQ 2	CODES	THEMES
6- Yes	Fashion Information	Increasing informations in Fashion Blogs
	Increase conversation	
	Informative	Content Quality of blogs
10 - Neutral	Quality of the content	
	Testimonials and reviews	
	Improves fashion sense	

Fashion blogs are useful to increase conversions, 6 answered yes pointing out the fashion information in demonstrating the impact of the audiences towards the readers by citing resources and reading articles; it also increases the conversation towards the social media platforms that makes the viewers have some ideas regarding the fashion blogs in marketing. It is more into consumers that guarantees increasing conversions in fashion blogs can create a multiple function in the market industry. Its advantages towards the consumers, they can assure that the increasing conversions could portray a unique quality towards the fashion sense of the people regarding its trends in the reader's standard.

Increasing conversions towards fashion blogs could assess a vital role towards the e-commerce that can enable those bloggers to convert their content quality into the followers in bloggings towards trends in fashions. (Stryde, 2021) stated that the increasing conversion could drive its actions that can go beyond facing competitive advantages to stand out in the fashion industry. Excluding those spaces that adhere to the platforms of blogs, it can promote a function towards the consumers to have their satisfaction in the quality content of the conversions in fashion blogs. Some of the interviewed respondents agree on what brands could help them to increase conversions knowing that it also helps them to have these ideas and insights about the flood content that targeted their fashion choices within their lifestyles.

Table 3. Presentation of data analysis for research questions number 3 using codes and corresponding descriptive themes.



# JOURNAL OF UNDERGRADUATE RESEARCH IN BUSINESS ADMINISTRATION

Preprint | Open access | Semi-annually | Course final output

Vol. 1 Issue No. 6

February – May 2022

RQ 3	CODES	THEMES
7 - Yes	Engagement and Viewership	Blogs in Brand Identity
	Blog content	Fashion trends in social media platforms
	Brand awareness	
	Brand Identity	
	Brand ambassadors	
	Huge impact for the peers	
	Person's involvement	

Gathering the questions from the interview, 7 answered in relation to how fashion blogs establish brand identity. The Engagement and Viewerships shows that the blogs are somehow not popular but the social media platforms can boost their blogs through different websites that can increase their blog reputations in the market Industry and could be a unique style in creating its performance to establish the brand for the consumers.

Establishing fashion blogs through brand identity helps the consumers to be more aware and be distinctive about the latest trends in fashion. It also gives them satisfaction by meeting their needs and wants towards the blogs in fashion. According to (Hubspot, 2021) brand identity is the first one that needs to be understood before it promotes in the market. It assures the value presence and how it will establish for the consumers perspectives. The interviewers answered that the brand identity helps them to identify the choices they had, like going to the catchy titles, new products that can attract us consumers to buy it. Another thing is using those kinds of platforms to establish brand identity is one aspect that will promote the product itself in the marketing world.



## 4. Conclusion

This research on Fashion Blogging has helped to inform people on what trends the subscribers should try as well as what the subscribers should avoid trying. And as the researchers conducted the survey and interview, they have realized that Fashion Blogs have a great impact on consumers and marketing. It was clear that Fashion Blogs is a great advertisement in business and to build customer interaction. Consumers can also have a lot of ideas towards fashion since it is a trend for the social media, it will also cultivate their perceptions for the fashion blogs itself. To add up, having a fashion choice could assess the newest trends in blogging knowing that it will boost our confidence to have a great idea towards the fashion industry. Furthermore, this study will go beyond exploring the essence and good outcome of fashion blogs in the market industry.

This study shows that the roles of fashion blogs in marketing, could affect consumer's choices and their buying behavior through the latest trends that can be seen in social media. This would recommend that fashion blogs have an important role to the industry that can meet the consumer's satisfaction through their needs and demands of fashion blogs. Furthermore, the researchers would give perspectives and ideas towards the blogs itself, and its impact to the fashions in the market industries.

## 5. Acknowledgement

First of all, we would like to thank everyone for guiding and providing us with resources to complete our marketing research paper, and keeping us all together intact throughout this semester.

We would like to extend our gratitude to our professor that supports and guides us always to motivate us in making this research paper possible and successful for the whole period and giving us a whole opportunity to motivate and explore with our keen knowledge for this marketing research paper.

Lastly, to our families and friends that gives us courage and guidance throughout helping us to provide our needs for this subject. This is a great privilege having this kind of education into our university. We can't do this without your endless care and unfailing support in our journey as a student.





# JOURNAL OF UNDERGRADUATE RESEARCH IN BUSINESS ADMINISTRATION

Preprint | Open access | Semi-annually | Course final output

Vol. 1 Issue No. 6

February – May 2022

## References:

- (1) Analysis of Influential Fashion Bloggers' Content Strategies and How it influences the Parasocial Relationship and Social Capital. The University of Manchester - research.manchester.ac.uk. (2021, June 16). Retrieved April 27, 2022, from [https://www.research.manchester.ac.uk/portal/files/194691265/FULL\\_TEXT.PDF](https://www.research.manchester.ac.uk/portal/files/194691265/FULL_TEXT.PDF)
- (2) Blogging: Mediating impacts of flow on motivational behavior. (2010, March 16). Retrieved April 29, 2022, from [https://www.researchgate.net/publication/235285046\\_Blogging\\_Mediating\\_impacts\\_of\\_flow\\_on\\_motivational\\_behavior](https://www.researchgate.net/publication/235285046_Blogging_Mediating_impacts_of_flow_on_motivational_behavior) *Can fashion blogs function as a marketing tool to influence consumer behavior? evidence from Norway*. Taylor & Francis. (2013, June 14). Retrieved March 15, 2022, from <https://www.tandfonline.com/doi/abs/10.1080/20932685.2013.790707>
- (3) *Can fashion blogs function as a marketing tool to influence consumer behavior? evidence from Norway*. Taylor & Francis. (2013, June 14). Retrieved March 15, 2022, from <https://www.tandfonline.com/doi/abs/10.1080/20932685.2013.790707>
- (4) Examining the Role of Bloggers in the Fashion Industry: A Public Relations Strategy for New Designers. Digital Commons - California Polytechnic State University ... (2014, March 18). Retrieved April 27, 2022, from <https://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1074&context=joursp>
- (5) Examining the Role of Bloggers in the Fashion Industry. Digital Commons - California Polytechnic State University. (2014, March 20). Retrieved April 29, 2022, from <https://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1074&context=joursp>
- (6) *Fashion blogger and fashion stylist - know your influencers*. eComKeeda. (2021, May 20). Retrieved March 15, 2022, from <https://www.ecomkeeda.com/fashion-blogger-stylist-influencer-marketing/>
- (7) *Fashion bloggers are a valuable cog in the International Fashion System*. Perino Yarns. (2020, July 8). Retrieved March 15, 2022, from <https://www.perinoyarns.com/fashion-bloggers-valuable-cog-international-fashion-system/>
- (8) Hoffman. (2013, June 14). *Can fashion blogs function as a marketing tool to influence consumer behavior?*. Taylor & Francis. Retrieved April 27, 2022, from <https://www.tandfonline.com/doi/abs/10.1080/20932685.2013.790707>
- (9) Mickevičiūtė, A., & Siudikienė, D. (n.d.). *The role of fashion bloggers in Fashion Marketing Communication*. Information & Media. Retrieved March 15, 2022, from <https://www.journals.vu.lt/IM/article/view/14789>
- (10) Mickevičiūtė, A., & Siudikienė, D. (n.d.). *The role of fashion bloggers in Fashion Marketing Communication*. Information & Media. Retrieved March 15, 2022, from <https://www.journals.vu.lt/IM/article/view/14789>



# JOURNAL OF UNDERGRADUATE RESEARCH IN BUSINESS ADMINISTRATION

Preprint | Open access | Semi-annually | Course final output

Vol. 1 Issue No. 6

February – May 2022

- (11) N.a ( n.d) The Importance Of Fashion Blogging In The Fashion Industry  
<https://www.ipl.org/essay/The-Importance-Of-Fashion-Blogging-In-The-P3WAF67EAJP6>
- (12) N.a (2019) The Role of Fashion Bloggers in Fashion Marketing Communication  
<https://www.journals.vu.lt/IM/article/view/14789>
- (13) Sedeke Kristina. (2012) Effective fashion blogs and their impact on the current fashion industry.  
[https://scholar.google.com/scholar?hl=en&as\\_sdt=0%2C5&q=Roles+of+fashion+blogs+in+marketi ng&btnG=#d=gs\\_qabs&t=1651578146075&u=%23p%3DzTQDOqpz7BwJ](https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=Roles+of+fashion+blogs+in+marketi ng&btnG=#d=gs_qabs&t=1651578146075&u=%23p%3DzTQDOqpz7BwJ)
- (14) Teuscher, L. (2021, July 30). Fashion marketing: 20 Ways To Drive Traffic & Conversions for your fashion brand. STRYDE. Retrieved May 3, 2022, from <https://www.stryde.com/fashion-marketing-20-ways-to-drive-traffic-conversions-for-your-fashion-brand>
- (15) Valades, B. (2022, April 16). Fashion marketing: Top 5 strategies to increase conversions: Blucactus. BluCactus Digital Marketing. Retrieved May 3, 2022, from <https://blucactus.blue/fashion-marketing-strategies-increase-conversions/>
- (16) Wheeler, K. (2021, December 27). How to develop a unique (& memorable) brand identity in 2022. HubSpot Blog. Retrieved May 3, 2022, from <https://blog.hubspot.com/agency/develop-brand-identity>