

Standards of Using Electronic Blog in Apparel Marketing

Prof. Doha Mostafa ElDemerdash

Professor at Apparel Design and Technology Department, Faculty of Applied Arts,
Helwan University.

dr.doh.demer@gmail.com

Prof. Khaled Mahmoud Abdo ElSheikh

Professor at Apparel Design and Technology Department , Faculty of Applied Arts ,
Helwan University.

kh.elsheikh@gmail.com

Assist. Prof. Dr. Nihal Mohamed Afifi

Assistant Professor at Apparel Design and Technology Department , Higher Institute of
Applied Arts ,Fifth Settlement .

nihalafify@yahoo.com

Assist. Lect. Dina Fawzy Mohamed

Assistant Lecturer at Apparel Design and Technology Department , Higher Institute of
Applied Arts ,Fifth Settlement .

dina-fawzy@hotmail.com

▪ **Abstract :**

This research deals with the study of electronic blogs in context of Apparel Marketing as one of the most marketing skills fashion brand needs is communication activities, since consumers become dependent on the Internet to get information and exchange opinions through electronic means , nowadays one of the important forms of brands' electronic presence is blogs, especially in the field of fashion. so this search was conducted on what the blog is, its origin and development, its characteristics, then the role of the blog in marketing clothing and the determinants of its use in brands' communications in the field of ready-made clothes, then the analytical framework for this research came To develop a proposal for criteria for using the blog through the following points:

- Choosing an international brand in the field of ready-to-wear (NIKE) .
- Analytical study of the blog page of the chosen brand .
- Divide the blog into mandatory points .
- Deduce the sub-points of the previous points .

▪ **Keywords :**

Blog - Branding - Clothing Marketing

Introduction :

The communications and information technology revolution has contributed to rapprochement, communication, breaking barriers and removing separations to keep pace with the development of electronic means, as it provides Internet surfers with ease and speed of access to information about products and services and knowing the opinions and reviews of consumers about those

products before purchasing. Therefore, there must be increased reliance on the use of the Internet in Communication activities in marketing clothing. With the development of the information network, virtual communities appeared and led to the dominance of the dynamic nature, as the use of the Internet increased globally, according to internetworldstats.com, from 2000 to 2020 by 1187%, as it is increasing at the present time, as the reliance on electronic blogs to disseminate information Specific to fashion because it has many advantages over classical media, the most important of which is the ability to quickly interact and respond to current events depending on the rate of its updating, which is commensurate with the rapidly changing nature of fashion, and this consequently makes blogs an effective communication and marketing tool, especially in the field of fashion, because of its ability to provide an interactive environment. And communicate with consumers.

Previous Studies :

1. Muhammad Issa and others: Electronic blogs are a source of digital information, Journal of Specific Education Research, issue twenty-seven, 2012.

This study discusses the extent and possibility of relying on electronic blogs as a new digital source of information. The study showed that some participants cited some electronic blogs in their research due to the flexibility of dealing with them in terms of browsing, commenting on, saving and sharing them. It recommended the use of electronic blogs as a new, rich and flexible source of digital information sources to enhance and diversify them. Information sources.

2. Dr.Ashwini J, Dr.Aparna.J.Varma: A Study on the Importance of Blog in Digital Marketing, UGC Care Journal Vol-19-Issue-28, researchgate.com, June-2020

This research deals with understanding the meaning of business blogging and its importance in digital marketing, and one of its results was that it is an inexpensive way for small businesses to direct Internet surfers to their site, attract new consumers, and also reflects the opinions and image of the brand.

3. Catarina Sofia Leonor Revez: Blogs as a new tool of the communication mix, master thesis, ISCTE business school, university of lisbon, 2016.

The research examines blogs as a new tool for the communication mix. The results showed that almost all consumers in the research sample visit blogs and one of the main reasons that prompt them to do so is to obtain information about products and brands.

Research Problem :

Competition in the field of ready-made clothing is increasing day after day, which requires that the marketing process contain more creative skills. The research problem includes the following questions:

1. What are the basic and sub-points that constitute the criteria for using the electronic blog for brands in the field of ready-made clothing?
2. How can a blog support clothing marketing?

Research Aims :

The research aims to identify the basic and sub-points that make up the standards of the electronic blog used in marketing clothing brands.

Research Hypotheses :

The researcher assumes that analyzing the electronic blog of an international brand in the field of ready-made clothing contributes to developing a proposal for standards for using the electronic blog to support communication between the brand and consumers.

Research Methodology: The research follows the descriptive and analytical approaches to suit them to achieve the research objectives.

Search Limits :

The research is limited to analyzing one of the electronic blogs of an international brand in the field of ready-made clothing in terms of (blog design - the structural structure of the blog - publication - content).

Search Tools :

Observation method in collecting information about the electronic blog under study.

Procedural Topics Of The Research:

First: The theoretical framework: "Electronic blogs in the field of fashion - the role of electronic blogs in marketing clothing."

Second: Analytical framework: "An analytical study on the electronic blog of the international brand Nike."

Search Terms:

- Electronic blog:

Webster's Dictionary defines a blog as a website on the Internet that is constantly updated and includes blog posts dated and arranged in chronological order (21). A blog is also defined as a type of website, consisting of posts arranged in descending chronological order containing text paragraphs, links to websites, and images. , video, or audio content. (6)

- **Brand:**

It is a name, term, logo, or design (or a combination of them) that aims to identify a product or service from a single seller or manufacturer and distinguish it from competitors. The goal of a trademark is to create a link between the products offered and the brand personality, as it is the image of the trademark in the minds of Consumer(20).

- **Clothing Marketing:**

The American Marketing Association defined marketing as a set of activities and processes that aim to communicate with consumers and create and exchange value with them and with society as a whole (20).

Results :

The previous analysis of the electronic blog model for the selected international brand (study sample) led to the identification of the criteria that must be taken into account when designing an electronic blog, which are:

Using the blog search tool makes it easier for the browser to access articles that help him obtain the required information. This saves time, especially with the presence of a tab or classification of publications.

- The structural structure of the blog, which contains several details, namely the home page, the brand's links on social media sites, the brand's name, the brand's logo, the personal information page, the publications page, the publications page, the brand's goals, societal impact, research, and working with the brand.

- Designing the blog and expressing the brand through the logo, color consistency and the extent to which it agrees with the colors of the brand's website, designing its movement in terms of moving from page to page and moving between articles and links within articles.

- It is necessary to place links to the brand's pages on social media sites and its website, and vice versa, to link electronic means to each other.

- How to provide information that expresses the title of the publication, without going into detail and focusing on the goal of the publication, whether directing the reader towards the brand's products or giving information about current events or other types of topics that were mentioned in the study (news - stories - interviews - product advertisement - Artistic - current events - life style).

- Use empty spaces to give a feeling of comfort when reading.

- Using methods to attract attention in the publication, such as placing sub-headings, having links to complementary information, having empty interstitial spaces, and using bold font or quotation sometimes, which positively affects the reader's desire to continue.

Recommendations:

1. Increasing the interest of brands in electronic blogging because of its marketing importance in the field of ready-made clothing.
2. It is necessary to conduct more studies to identify the impact of electronic blog standards on supporting marketing and communication skills to help in the growth of clothing brands, especially local ones.

References:

1. Motlak saad elemery : taaseer almodawnat alelektronya alkwaetya ala etegahat takabet kesm elealan fe gamaet alkewait , kolyt alealam , gameat elshark elawsat , 2011 .
2. Mariem seliman alkanbouri : estekhdam almodawana alelektronya fee alamlya altaalemya , gamaet albaas , sorya , magalet hkool maarfya lloloom alegtmaaya w alensanya , aladed althani , 2022.
3. Amna abo elnaga Mohamed : asar tasweea almohtawa fe tahseen alsora alzhnya lketaa alseyaha almasri , almgala alelmya lltegara weltmweel , kolyt eltgara , gameat tanta , 2018 .
4. Mariana Freire : The Use Of Blogs As A Marketing Tool In The Fashion Industry , master degree thesis , Lisbon school of business and economics , 2016 .
5. Ariel Fink : Fashion Blogging and consumers : examining the uses and gratifications of readers of fashion blogs , master degree thesis in Advertising Department at Alabama university , 2015 .

6. Kristina Sedeke : Effective Fashion Blogs and Their Impact on the Current Fashion Industry , master thesis at the Faculty of History, Communication and Art , Erasmus University Rotterdam , 2012 .
7. Tatiana bunina : Fashion blogger's methods of communication of consumption experience , master's thesis , at bss, aarhus university , 2014
8. Paige Thornley : Examining the Role of Bloggers in the Fashion Industry: A Public Relations Strategy for New Designers , Bachelor of Science , The Faculty of the Journalism Department , California Polytechnic State University, San Luis Obispo , 2014
9. Boram Park : impacts of blogging motivation and flow on blogging behavior , master thesis , UNIVERSITY OF NORTH TEXAS , 2009
10. Vandana Ahuja and others : Corporate blogs and internet marketing – Using consumer knowledge and emotion as strategic variables to develop consumer engagement , journal of Database Marketing & Customer Strategy Management Vol. 18 , 2011
11. Catarina Sofia Leonor Revez : Blogs as a new tool of the communication mix , master thesis , ISCTE business school , unirsity of lisbon , 2016 .