

Educating Brands? How Integrating Behavioural Insights, Influential Marketing and Consumer Decision-Making can Elevate Consumer Literacy in Fashion Branding

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Abstract.

This study delves into the influence of behavioural insights and marketing techniques on fashion consumer decision-making. It strategically identifies core behavioural elements, assesses their application in marketing, and examines consumer perceptions. Understanding and leveraging these insights enables businesses to effectively tailor their marketing efforts to resonate with their target audience. The reviewed literature provides a comprehensive integration of research from marketing, psychology, and behavioural science. The research methodology involves a qualitative survey encompassing 197 fashion consumers, as well as interviews with a psychologist and a digital merchandiser. Through this approach, the study sheds light on the impact of emotional factors, cognitive biases, social influence, and personality on decision-making. These findings illustrate how marketing strategies utilize these insights to influence consumer perceptions, attitudes, and behaviours. The study highlights the utilization of AI technology to target consumers based on behavioural data, with potential implications for transforming market research. Furthermore, it emphasizes the necessity of an interdisciplinary approach to comprehensively understand fashion consumer behaviour, given that self-reported data may not fully represent actual behaviours. The outcomes of this study not only validate existing research but also contribute to a more holistic understanding of fashion consumer behaviour. Future research initiatives could explore demographic variables, levels of fashion involvement, and cross-cultural comparisons. Moreover, combining self-reported data with objective measures promises to provide deeper insights into the subconscious factors that influence decision-making.

Keywords: behavioural insights, influential marketing techniques, fashion consumer decision-making, consumer behaviour, brand