Customer Engagement Using Digital Content Marketing in Fashion Retail Outlets of Jaipur

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ABSTRACT

The paper aims to study and analyze customer involvement through adopting advanced innovation in digital marketing practices, both in online and offline format. Further, involving cross functional developments, the outcome of which provides contemporary experiential quality thereby attracting and retaining customers. The research methodology applied in this research paper is personal interview. The research utilized proves the contentions that the advanced digital content in marketing delivers better customer engagement in retail outlets.

Different digital innovation tools actualized in brick and mortar and internet retailing gives consumers mélange of characteristics allowing them to engage in arousal of joy, pleasure, tailor-made buying options, express delivery. Practical as well as theoretical implications are analyzed. Practical Implications: Retail organizations are developing interactive digital content as the rivalry is bringing up in their part. These summonses the standards of permeable organizations' limits and the creation of value from interior and outside sources. Theoretical Implications: Digital platform bolsters a positive effect in associating a customer with firms. Unmistakable from different types of a plan of action, the interactive digital platform creates positive user encounters that impact a user engagement conduct to determine an incentive in fashion retail outlet. This gives a ramification that different digital platforms can fill in as ground-breaking gear for cooperation with customers. The research paper concludes that these digital platforms will play a key role in the present competitive environment. It would permit firms to make continuous customer discourse, ingest social customer information which improves the gathering of fostering engagement.

Keywords: Customer engagement, Digital content marketing, Fashion retailing, Interactive digital technology, Retail experience

I. INTRODUCTION

The fast improvement of innovation affected the utilization of the web decidedly and permitted the utilization of it in numerous territories. Arriving at the ideal data whenever and from anyplace, the occasion to admittance to a wide crowd utilizing the web had advertisers utilize this fragile field. Further to which offline stores existence faces huge threat, as consumers are rapidly upgrading themselves onto apps, website-based platforms. This sudden rise has forced retailers to from advanced strategies for increasing sales. Resulting in advancing to an omnichannel retailing model from multichannel and so forth. These days, offline stores work at no other time as an important channel for extravagance design organizations to improve client connections by giving actual proof to their image esteems.

Customer involvement has increased throughout time, and this has been a topic of amazing excitement for many managers in different companies and organisations all over. Growing passion for consumer interaction has matched the evolution of the web and the creation of new computerised innovations and technologies labelled as web, especially online media like e-commerce portal, microblogging sites like Twitter, video destinations like YouTube, and interpersonal interaction locales like Facebook, Instagram, and LinkedIn. Resulting in 24-hour online presence on cellphones, PCs of consumers. The

utilization of substance online is turning into a typical propensity among online customers. Considering an overview, consumers using Facebook aged 18 to 34, confirms to logging in to their accounts first thing in morning. Additionally, TV, bulletins, newspapers, journals are also sought by other users. Such habits are encouraging hopes in hearts of crowd which wants to be engaged, replied promptly all throughout the year. Accordingly, organizations are vigorously occupied by introducing the most recent data on different promoting channels to take care of the interest of clients. An eccentric concept-content marketing has emerged in advertising, that does not boast itself rather narrates. In another word, a firm publicizes on the off chance that it needs to tell the world that it is a hero, however on the off chance that it needs to show and demonstrate why it is one, have extraordinary substance.

Consumers are the foundation of any marketing exercise. Clients and organizations are related to the lookout. Considering this, fulfilling customer prerequisites can only be done by implementing exercises of marketing. To aid quick decision-making process, demand for verified and valuable data is demanded by consumers. Modern consumers are smart and intelligent. They know what they need, what are their rights, privileges, what to accept or reject. In such times, the science and art of content marketing has gained significant importance.

The innovative concept of web-based media has energised managers with its potential to better serve customers and meet their needs by facilitating conversations between individuals and businesses in networks of vendors and customers and by involving customers in the content generation and value creation processes. The look of the web and more especially the user-friendly qualities of the analogous lately have set off a frenzy of interest for client interaction. The open doors presented by internet media to help with closing relationships with clients seem to have energised managers and professionals in a variety of businesses worldwide.

In a scene of developing on the web customer/firm communications, digital content marketing which expects to cultivate shoppers' image commitment and dependability, is on the ascent. Be that as it may, regardless of huge practitioner interest, interactive content marketing research is slacking, bringing about a significant information hole. Such shift needs to be addressed by incorporating research and trends of latest web-based technology methods adopted in apparel retailing. Despite such lack consumers are quickly moving to this platform, thereby resulting in rapid enhancement of interactive digital technology.

Managers appear to perceive consumer engagement as varying along dimensions of exchange relationships, ranging from short-term to long-term and superficial to substantive. Customer engagement appears to involve the proximity and duration of interactions among different segments of the same organisation that collaborate with one another. In competitive markets, customer engagement fosters enduring relational bonds between vendors and customers, enabling customers to rely on purchases rather than merely facilitating transactions, thereby co-creating value and worth. Enhancing customer engagement in both business and consumer markets necessitates a diverse promotional mix to leverage new technologies and tools for better understanding and serving consumers.

Web-based media furnish the chance to interface with consumers utilizing more extravagant media with more noteworthy reach. The intuitive idea of these computerized media not just permits vendors to share and trade data with their consumers yet additionally permits consumers to share and trade data with each other also. Utilizing online media, organizations can manufacture associations with existing just as new clients and structure networks that intelligently team up to recognize and get issues and create answers for them. These communications change the customary functions of both dealer and customer in return connections. To be sure, customers frequently include an incentive by creating content and even become vigorous supporters for the dealer's items and can impact buy choices of others in shared connections. Correspondingly, improving consumers' encounters is organizations' top business need, and advanced innovation takes the front stage in giving upgraded consumer encounters.

Consumer experience refers to multidimensional impression or expected results by the degree of commitment that is influenced by measures of physical or potential human collaboration from the perspective of retail. A shift in the retail consumer experience is customer engagement inspired by a shopping framework. It is evident that improving retail experience requires extravagant, mindboggling customer engagement which needs to be addressed by fashion retailers. That implies customer engagement and experience are cause and effect of one another. At the same time arousal of emotions, fun, aspirations, indulgence are other paramount attributes in customer experience. Correspondingly, for noteworthy fulfillment in fashion retail experience relies generally upon the degree and additional nature of the epicurean

encounters offered, obvious by the way that are indulgent qualities. Therefore, this justification applies in similar manner to blocks and cement retailers as well as on-line retailers.

Altogether, the paper seeks to investigate interactive digital content marketing which can be incorporated by fashion retailers in offline and online formats to cultivate the customer engagement resulting in increasing customer base.

In this study, the fashion retail outlets examined in Jaipur include Pantaloons, Shoppers Stop, Lifestyle, and Central. This is followed by a review of existing literature, after which the research questions are presented. Next, the paper supports those propositions with insights gathered from personal interviews conducted. Lastly, the paper concludes with a discussion of implications for practitioners.

1.1   Pantaloons

 Pantaloons, a division of ABFRL, is one of the most trusted garment brands, according to Brand Equity Survey 2014/2015. It has continually been one of India's most popular fashion companies. One of the fastest-growing large-format retailers in the nation. New stores are launching every two weeks, up from three months. The brand is in 78 Indian cities/towns. Ethnic, formal, party, and daily attire for men, women, and children are available.

Women's apparel accounts for over half of outwear sales. Fragrance, footwear, cosmetics, style accessories, and watches are non-attire. Pantaloons sells 200+ authorised and global brands. Pantaloons' selective brand array includes Akkriti, Ajile, Honey, Chalk, Annabelle, Trishaa, Alto Moda, Poppers, and long-term brands Bare, Rig, SF Jeans, Byford, JM Sports, and Lombard.

1.2 Shoppers Stop

Online purchasing is rapidly becoming the dominant market force. Having said that, Shoppers Stop has an unparalleled understanding of the retail industry. We have been at the forefront of retail innovation for almost 20 years, making us arguably the greatest retailer in the industry. Our presence in physical stores is expanding, and we're making strides in the digital marketplace by competing favourably with other online marketplaces. Although online shopping can be tedious at times, our attractive layout makes our style objective easy to explore, resulting in a fantastic experience every time. You can look into limited-time deals and pick out the greatest options for yourself. The best deals on first-class delivery, free returns, and other perks that let you "Shop Anytime, Anywhere" without any hassle. Shoppers Stop is home to a wide variety of name-brand clothing, accessories, fragrances, jewellery, shoes, home decor, and more from across the globe. It gives buyers the chance to shop like a real expat. In India, it ranks among the top retail chains. While men enjoy a relatively stress-free shopping experience, women place a premium on in-store service. Everything your heart desires, from the meeting room to the coast, is available from the top brands, such Allen Solly, Polo, Vettorio Fratini, and many more.

1.3   Lifestyle

Lifestyle in India drives modern design trends. Lifestyle offers men, women, and children's apparel, footwear, totes, style accessories, and magnificence under one rooftop at The Landmark Group's Dubai retail and neighbourliness combo. With lifestylestores.com, lifestyle offers consistent, hassle-free shopping from leading public and global brands with omnichannel understanding. The company has won several awards, including Most Admired Fashion Retail Destination of the Year at Images Fashion Awards for five years, No. 1 India's Best Company to Work for in Retail for two years, and Great Places to Work Institute®'s Top 10 Best Companies to Work for in India in 2015. Lifestyle delivers to over 26000 pin codes from 77 businesses in 44 urban communities. Home shopping at lifestylestores.com makes Way of Life an omnichannel player.

Lifestyle features seasonal collections that capture global trends. Whether buying in-store or online, Lifestyle customers can expect a consistent and easy experience.

1.4   Central

Retail giant Future Lifestyle Fashion of Future Group runs the Central chain of stores in India. It competes with other retail chains like Max, Pantaloons, and Lifestyle.

In 2004, the first Central store was opened in Bangalore. Central aimed to open additional stores in the future and collaborated with around 30 sources in India's urban areas in January 2018. It is upgrading both new and current stores to what it terms "HD design" with more great brands and an improved shopping experience.

2 LITERATURE REVIEW

Content marketing develops to be an incredible showcasing strategy in the computerized, quick---moving, data have driven world. This is anything but another technique, but more and more companies are beginning to get involved in content marketing on an ongoing basis. What, then, are the reasons for the increase in content marketing today? The authors examine the use of content marketing within organizations and how it is beneficial to organizations. Six systems summaries are provided by authors that organizations use when using content marketing to enhance their organizations (Kee, A. W., & Yazdanifard, R.,2015). Content showcasing is otherwise called storytelling (Sullivan, 2013).

Content which has an emotional edge to it, can aid consumers in buying products or services, thereby doing mouth publicity, and hence transforming them into faithful consumers. Therefore, content marketing is linked with changing consumers perspective about a brand by illuminating and convincing the target audience. It thus enhances the buying cycle reckoning qualities to consumers (L, 2013) Additionally, content marketing serves to be that strategy which act as connecting bridge between supporting connections and employing distributing significant content to the target crowd. It is becoming tedious for marketers to adapt to this method of showcasing or promoting products or services because it changes them from advertisers to knowledge sharers. But this practice is gaining a lot of importance, especially with established brands that are implementing it (Pulizzi, 2012).

These days majority of the retailers are putting emphasis on in-store buying experience, since nearly all the decisions pertaining whether to buy that product or not, happens in the store. So, strengthening sales & revenue and enticing customers is the main objective of in the store correspondence (S. & R., 2012). It is an obvious fact that experience purchasers are connecting with and important than the computerized. An expansion of internet has led to assorted open doors in digital innovation. Further to which, an association of two universes – digital & physical, known as phygital. It basically showcases correspondence biological systems among brands and shoppers, separately between the customer and the product. Phygital idea utilizes the most recent information and developments in correspondence innovations which are then actualized in the actual climate (J. Nakazawa and H. Tokuda, 2007). It provides a consumer experience which is steady in nature, aids in measuring sales on the web or in the store. Therefore, implying a multi-channel method. It is also known as omnichannel customer experience (Moravcikova and Kliestikova, 2017). Actual correspondence channels incorporate product bundling, pamphlets, websites, or newsletters. Advanced correspondence is more centered around online media, sites, or messages (Nadányiová and Ližbetinová, 2011). Lack of correspondence demonstrates brands needs information about its customers, thereby, resulting in uncertainty. With the goal that shoppers see how the physical and the digital universe of showcasing communication participation during the time spent marking. It follows that an endeavor is not sufficient to center their endeavors to the field of actual correspondence blend, yet additionally the advanced, it implies that brands should work in two areas that is, increase the expectations and notoriety, therefore, creating difference in big business system (Batraga and Dmitrijeva, 2011).

Content promoting and strategy procedure components are not the same as one another. Likewise, a content methodology is an idea arranged to reinforce ties among consumers and organizations and it additionally subtleties item's highlights, capacities, and contrasts. The readied content not exclusively will be engaging and moving yet will furnish modern approach shaping the products emphasizing on the target audience (Hanbury, 2011)

Retailers should focus on the needs of their clients and accordingly, while preparing content, focus to be given to that mode of communication which is appealing, trending and is stylish, for instance, websites, magazines. Some qualities of content should be dispensable, straightforward etc. Thereby, gaining importance in the eyes of consumers (Leibtag, 2011).

Key factors include investigating preferred customers and drawing individuals in. In terms of its reception and dissemination, the prepared content's inventive, appealing, and unexpected highlights count greatly. Digital content marketing is, in fact, the awareness-raising process for goods and services by means of careful consideration for market categories and surely users, content design tailored for customer wants, and content accumulation on one integrated online platform.

One of the aspects in advertising is the usage of digital content marketing, within which manuscripts, design elements and videos are explored that are informative, end up making an immediate benefit for the good or service, and transform the buyer into a client. These items that businesses intend to promote whether in online or in-store, is created mostly with support of content marketing. Because of the high level of access to innovation, clients believe it really is easy to obtain details regarding the product they wanted to acquire. Digital content marketing helps create a relationship built on trust and communication by reacting to consumer needs and wants (Karkar, 2016).

An astounding fact, purpose of digital content marketing is to deliver most vital content to customer base and thereby facilitate in making the right decision. Customers are provided with worthwhile information that allows them to eliminate the nuances of kinds of marketing, contributing to the overall influence in the minds of shoppers that establishes and solidifies a long-term consumer loyalty. As a result of which, it is quite likely that consumers will also have to modify their data and active participation (Rahim & Clemens, 2012).

(Hillebrand, 2015) argued that one of the key functions of content marketing should be to communicate with customers and maintain these interactions rather than to advance the offer of products.

The prime reason for corporations about using digital content marketing is not only to establish a trusted customer relationship as well as to enhance the efficacy of healthier marketing tactics. All in all, it is possible to determine that content marketing can be in a broad assortment of frameworks that includes infographics, blogs, vlogs, podcasts and many more (Farnworth, 2015).

In addition, the industry of digital content has grown due to the improvement of internet. The evolution of wireless markets has resulted in an increase in the number of individuals who use advanced media. Further to which, the growing wide variety of different business clients has strengthened and increased the number of studies available across digital means (Azad, Akbar, & Zomorodian, 2016). The expansion in the pace of buys made over the web makes it important to discover how and why buyers favor the web while shopping (Lin, 2007). But apart from the critical ingredients of a website, it should also employ promotional activities that capitalize on customer awareness including experience to advance. With data regulated by customer expectations and more realistic options, online retailers can also create consumer satisfactions and reliability (Verhoef, 2001).

It has been conceivable to recognize three pillars that describe CM: 1) content; 2) client's commitment and 3) objectives. Content marketing intends to deliver quality content, remarkable, huge, important, and providing competitive edge. Following points to kept in mind; 1) ability to pique curiosity, including, besides addition advising and instructing the client; 2) express every one of those qualities that distinguish the firm as far as uniqueness, consistency, quality, and pertinence; 3) be favorable to dynamic, that can advance over the long run (Handley & Chapman, 2010). Moving capacity to clients (client empowerment) permits the worth co-creation of content marketing through a discourse among consumers and firms. Corporations employ digital content marketing that contribute throughout the integration of specific organizational objectives, along with brand recognition, customer fascination, lead generation, and consumer relationship development, among many others (R, R, & R, 2014).

Digital content marketing revolves around expanding (potential) clients' enthusiasm for brand, thereby, enhancing their lives better, such as by educating them about the brand (for example through newsletters, digital books, tests, writes, or webcasts) (Järvinen & Taiminen, 2016). That is, while publicizing plans, cultivate deals in short term, DCM is "the craft of speaking with [prospective] clients without selling items" not only clearly but straightforwardly (Bicks, 2018). In this manner, while DCM (for instance, publicizing) means supporting customer awareness about the brand also at last deals, (in contrast to promoting) does as such by creating purchaser commitment, trust, and connections, which are proposed to develop deals in a roundabout way and over the long haul. DCM is accordingly founded on the social trade hypothetical reason that the company's conveyance of important, reliable substance to (forthcoming) purchasers acknowledge compensating the company in return with their future devotion (Blau, 2017).

Firm-based DCM favorable circumstances incorporate more connections with crowds at a decreased showcasing cost, which subsequently reduce requirement of promoting or individual selling action (Duhon, 2015). For shoppers, DCM improves admittance to content generally pertinent with requirements, including by offering open doors for brand-related learning, diversion, or uplifted accommodation (for example through time reserve funds), bringing about more prominent worth (Lieb 2011).

While DCM has prime pertinence to the advancement component of the advertising blend, the substance may likewise be an item (Steck 2016).

If DCM (like many marketing interchanges) states any specific feature as well as product narrative, it does so in the hopes of fostering long-term consumer loyalty, confidence, and interactions (as opposed to receiving an unmistakable selling approach) (Gagnon 2014; Naidoo and Hollebeek 2016).

Inside more extensive content marketing, DCM speaks to those exercises executed through advanced (on the web) stages, including the organization site, virtual networks, online journals, video blogs, social media, versatile applications, etc. (Christoph F. Breidbach, 2014)

3 RESEARCH METHODOLOGY

This section deals with orientation towards the objective of the study, which is to analyze the implementation of new cutting-edge intuitive innovations in the fashion retail sector (online and offline retail, including new mixed environments) and its results in providing a new quality of experience that clearly contributes to attracting consumers.

1.2 Research Objectives
1. To identify elements rendering towards the involvement of customers through interactive digital content marketing.
2. To study the impact of digital content marketing over customer involvement.

1.3 Population

Population, in research, refers to a large collection of individuals which the researcher has considered as the focus of the study. Population defines the troupe of individuals which are collected possessing similar characteristics. It is a well-defined sector of people, objects, or variables bided by similar traits.

In this research, the population comprises of all those individuals who belong to the marketing department of fashion retail stores. The fashion retail industry comprises of the marketing staff (marketing manager, executives, visual merchandiser, social media manager, digital content creator, etc.) who are in the fashion industry and are aware of the scenario in the concerned space.

1.4 Sample

For the data collection, the researcher has reached out to marketing managers, executives, digital content creators, and other department staff of fashion retail outlets.

1.5 Research Questions

The following are the research issues that were looked into.

RQ 1. How do you categorize digital content marketing?

RQ 2. What key factors did you use for on-page and off-page optimization?

RQ 3. "Content marketing is a way to engage your target audience and grow your network of leads and customers". – Do you agree with this statement.

RQ 4. What elements concerning digital marketing are being provided to customers?

RQ 5. How do you engage customers on your website?

1.6 Methods

The research methodology applied in this research paper is qualitative research including a personal interview. The research questions are intended to be exploratory. The research design is focused on a literature review of digital content marketing, customer engagement, offline retailing, online retailing, and interactive digital technology in order to create a theoretical framework that can be used to guide interviews with brand managers to gain real-world information.

An interview guide was used to perform semi-structured interviews with brick-and-mortar fashion managers.

Fashion retail store managers were chosen for marketing and retail interviews so as to know and understand the position of "bricks and mortar" flagship stores. Marketing managers, executives, visual merchandisers, social media managers, and digital content creators were among the respondents. Before the interview, the questions were shared to the respondents. The purpose of the research study was conveyed prior to the interview, interviews were recorded and proper notes were taken so as to record the answers of the respondents correctly.

The research utilized proves the contentions that the advanced digital content in marketing delivers better customer engagement in retail outlets.

4. FINDINGS

Different digital innovation tools used in offline and online retailing provide customers with a variety of experiential features that enable them to co-create items, participate in feeling-driven exciting shopping experiences, and shop frequently, all of which have been made possible by interactive advanced innovation used to enhance client engagement.

Results are nitty-gritty and grouped by the data introduced in the various areas got in the various meetings with experts of the area.

4.1 Brand Engagement

Content methodology, as a reliable arrangement to offer incredible client encounters utilizing content, clearly begins with understanding the fundamental instructive requirements of supposed objective crowds.

A' 'drawing in' content (showcasing) technique is not about the substance you think you need to have. It is about the content you need to have to connect with the individuals you could not imagine anything better than to draw in by understanding what they need. It is tied in with empowering individuals to satisfy an errand they have, whatever it very well might be at some random time.

"Reinforce the passionate, intellectual or actual speculation a client has in a brand." (Interviewee 1, Pantaloons)

Content assumes a function in all phases of the famous channel.

"Can satisfy a variety of business and advertising objectives." (Interviewee 3, Lifestyle)

"Help satisfy them in an incorporated and client-driven way, previously, during and after the purchase." (Interviewee 2, Shoppers Stop)

4.2 Trust

Respondents concurred that 'trust' was a significant quality of their client connections and noticed that trust is acquired over the long haul and requires steady conduct.

"Content is a guarantee to your clients and on the off chance that you don't keep that guarantee in some sort of a normal organization, they'll disregard you." (Interviewee 4, Central)

Members distinguished a few key characteristics that relate to the content of digital marketing that they recognized which adds to brands status as a confided in the source. They stressed firmly that content marketing ought to try not to unequivocally sell or use selling language. The obvious selling language is effectively noticeable by consumers and possibilities and lessens the apparent estimation of the content.

"If you can take that position where you're giving them some extraordinary content and not requesting the deal, not exclusively will you construct believability and trust, however, you will be the person who gets the business far off." (Interviewee 2, Shoppers Stop)

Respondents likewise communicated their perspectives on the factor that is basically valuable in building trust. There was an overall arrangement that lengthy structure content in one or the other content or video designs were generally valuable. The most referred to content configuration for causing trust was statistical surveying furthermore, reports.

"Research has by a wide margin been one of the best sorts of content… in building trust to our image." (Interviewee 3, Lifestyle)

Different arrangements, for example, blogs, newsletters, websites, and videos were likewise proposed as key trust-building instruments.

4.3 Relationship Management

Transforming the clients to brand evangelists by creating a bond and better relationship with existing clients and boosting their faithfulness is an important perspective in client relationships with the executives. The promotional tools help to build and direct toward attracting prospects and converting and nurturing qualified leads to potential customers.

"With the rise in adapting to content marketing, it permits firms to figure out what kind of client connections and collaborations should be organized at some random level to amplify an association's deals and development likely levels." (Interviewee 1, Pantaloons)

"By offering a customized and focused on methodology, organizations can improve their picture according to their clients." (Interviewee 4, Central)

The core value behind substance promoting is the idea of the worth trade. All that you do should be worked around offering clients content that has an impression of significant worth. This improves the probability of the beneficiary responding somehow or another. The correct digital content marketing apparatus could regularly be the contrast between progress and disappointment for your business.

Content marketing can assume a critical part in assisting you with getting your clients – driving maintenance and expanding your productivity. The accomplishment of any content marketing program for customer relationship relies upon having an away from of goals and an exhaustive arrangement and acknowledgment of the requirements of various crowds inside your client base. It will permit you to make and oversee content in a manner that genuinely draws in and reinforces your client relationship, utilizing their favored channels.

Hence, it has been found out that digital content marketing aims to foster consumer's brand engagement, trust, and relationship management, thereby, enhancing customer service.

5. DISCUSSION & CONCLUSION

This research paper has practical as well as theoretical implications. Practical Implications: Retail organizations are developing interactive digital content as the rivalry is bringing up in their part. This summonses the standards of permeable organizations' limits and the creation of value from interior and outside sources. The convergence of organization and customer reclassifies wellsprings of significant worth and requires the dynamic and proceeded with the commitment of the user to support value. Theoretical Implications: Digital platform bolsters a positive effect in associating a customer with firms. Unmistakable from different types of the plan of action, the interactive digital platform creates positive user encounters that impact a user engagement conduct to determine an incentive in fashion retail outlet. This gives a ramification that different digital platforms can fill in as ground-breaking gear for cooperation with customers.

Digital content marketing focuses on increasing the consumers' awareness of a brand or company through by contributing the value in their lives, such as through informing them about the brand (for reference, through newsletters, electronic books, questionnaires, forums, or blogs), encouraging consumer acquisition or retention. In-depth awareness of the needs of the target group, common consumer and firm beliefs, autonomy, quality communication, and non-opportunistic behaviour are all success criteria. It engenders a specific degree of cognitive, emotional, and brand interaction in the user. In the current competitive climate, these digital channels will prove to play a critical role. It will allow companies to engage in continuous customer conversation and absorb social customer data, helping them to better collect and cultivate interaction.

6. WAY FORWARD

According to the findings, researchers should concentrate their efforts on determining the brand's reputation dimension, as well as the effect of brand identity on the benevolence facet of brand confidence in retail and other business sectors.

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