Chapter 4

From Clicks to Loyalty:
Understanding the Dynamics of Consumer Brand Relationships in the Online Clothing Industry

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ABSTRACT

The core purpose of this chapter is to highlight the journey of a female entrepreneur and to give an overview of clothing industry in Bangladesh. However, with the help of Social consumer fashion brand engagement model it was viable to delineate a synopsis of consumer brand relationship. Moreover, qualitative data collection has been used to conduct the research. The findings of the study conclude that effective marketing strategies along with quality products and flawless synchronisation with contemporary trends can ensure long term success.

INTRODUCTION

Autumn sky, mild wind and with a heavy heart Sarika thought about all the years she has spent for Clothes Over Bae's. She was supposed to be happy today but instead of that she's just immersed in her thoughts; taking a small sip of coffee and giving a small glance at the annual report. A report which is basically a manuscript of all the obstacles, challenges, hard work and sleepless nights. Although she had something very similar in her mind yet the consistent sale rate just left her in utter dismal. However, she understands that now she has come to a point where she has to take certain risks, grasp new opportunities and go beyond her limits to push the sales. And to do that she first has to learn about her consumers, how the consumers resonate themselves with different brands and what triggers them most.

To enjoy rapid growth at first the problem has to be identified for which the sale is not thriving like it should. One of her friends suggested that it's alway better to start from the family by which she meant to her loyal customers. So Sarika hired a team of few reputed consultants to ascertain various viewpoints regarding the brand; the concrete reason behind choosing this brand and also what more they seek from this brand. After getting done the qualitative research Sarika realized that she needs to increase the product category with emerging marketing strategy.

HOW IT ALL STARTED

Life as a teenager is indeed filled with curiosity. At this age, everything has a predetermined standard, including what to pursue, how to feel, and even what to achieve. Anyone who dares to perform better than that or worse than that instantly becomes the center of attention. But then along comes Ms. Sarika, a strong, tenacious, and independent person. She was more focused on pursuing her own passion than trying to live up to the expectations of others.

When her academics should have been her main priority as an 18-year-old girl, she devoted her days and nights to making a name and a legacy for herself. An apparently unimportant incident—a closed eatery that she had driven by innumerable times over the previous 5 to 8 years—sparked this journey. Because of how much this incident affected her, she understood that if she didn't do something unusual or unconventional, people would forget about her just like they had that old restaurant.

The journey of "Clothes over baes" started in 2017 in this manner. She initially debuted a collection with just six pieces to test consumer interest. To her astonishment, the designs were adored by working women and teenagers, and the merchandise ran out in less than a week. They began moving to "Clothes over baes" because of its fashionable designs from popular foreign brands including Zara, H&M, and Forever 21. The company swiftly rose to the position of an industry pioneer.

They captured 40% of the online clothes market the next year as a result of their incredible selection and quality, which helped them steadily build brand loyalty. They didn't need to spend any money on marketing, particularly influencer marketing, because the brand became so well-known among teenagers. Additionally, they began with just one machine but now run four due to the tremendous demand. Moreover, she always kept up with the market and customers while managing routine orders. Every week, she performed research on new brands, examining their marketing strategies and target market demographics. She was able to connect and learn because of this.

However, they observed that growth had been consistent for a number of years in a succession, and they sought to address this problem. They carefully examined annual reports and gleaned as much data as they could about their customers from the records, including demographics, purchasing habits, psychographics, and customer lifetime value. The brand was able to launch and design products that were specifically catered to their clients' interests thanks to their in-depth understanding of their target market, further cementing their relationship with them.

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