



Analysis of The Influence of Marketing Attributes Proper Identification, Brand Competitiveness and Digital Communication on Effectiveness of Local Fashion Brand Promotion in Global Market

Firdaus Yuni Dharta^{1✉}, Sayed Achmady², Riesna Apramilda³, Dana Aswadi⁴, Rini Setiowati⁵

¹Universitas Singaperbangsa Karawang

²Universitas Jabal Ghafur

³Universitas Ibnu Sina

⁴Universitas PGRI Kalimantan

⁵Universitas Indraprasta PGRI

firdaus.yunidharta@fisip.unsika.ac.id

Abstract

This study aims to implement a strategic communication plan for a target brand at the international level, projected in relation to direct competition. This research uses a methodological design based on a descriptive documentary review with a deductive approach that utilizes secondary sources and surveys for in-depth analysis. In the digital era, communication and marketing strategies must adapt to market dynamics and evolving consumer preferences. Digitalization is changing brands' interactions with consumers, emphasizing personalization, two-way engagement, and the use of technology such as artificial intelligence. The target market for men's products is now more diverse, including men and individuals exploring gender fluidity, requiring brand strategies to adapt to this diversity. Surveys indicate that comfort and quality are the primary factors in selecting men's underwear, with price and design as additional considerations. Social media has a significant influence on purchasing decisions, even though the ideal images used by brands often do not represent everyday consumers. Technology enables more effective advertising and data-driven personalization. An effective communications strategy requires clear goals, detailed guidelines, and ongoing monitoring. By leveraging digital technology and social media and adapting product and marketing strategies, brands can build more personal and relevant relationships, increasing consumer satisfaction and loyalty.

Keywords: Digital Era, Brand, Technology, Consumer, Promotion.

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1. Introduction

International product development is a complex process and requires a careful internationalization strategy guided by a strong organizational or brand identity. This identity includes elements such as names, terms, signs, and symbols that function as tools to enter new markets and differentiate themselves in the increasingly fierce global competition. In an effort to highlight international brands, companies must be able to communicate their brand messages and values through various consumer senses [1]. Companies can achieve this by incorporating distinctive aromas, appealing sounds, and unique shapes into their brand concept, all aimed at evoking empathy and strong emotional attraction. This emotional attraction is often a determining factor in international customers' purchasing decisions. To ensure that buyers can appreciate the benefits and added value offered by a brand internationally, companies must conduct in-depth studies of the target market segment [2]. This involves a deep understanding of consumer preferences, needs, and behavior in each different market. Additionally, the financial analysis of a brand is crucial for evaluating the potential profits and risks involved in entering a new market. This includes an assessment of production, distribution, and marketing costs, as well as projections of expected revenues [3].

The right branding strategy is also crucial in the internationalization process. Companies must develop strategies that are able to build and maintain a consistent and attractive brand image in various international markets. This entails creating marketing messages that are tailored to local culture and values while still maintaining the brand's essence and core values [4]. It is important to establish the unique strengths and value that the brand offers internationally. This could be superior product quality, differentiating innovation, or an exceptional customer experience. This way, brands can motivate and stimulate international consumers' desire to acquire these products [5]. The ability to attract consumers and build long-term relationships, which can strengthen customer loyalty and increase market share globally, determines the success of product internationalization.

Overall, the international product development process requires a well-planned and coordinated approach, with a focus on creating significant value for consumers as well as adapting to global market dynamics [6].

International brands today strongly focus on the identities of their consumers and the global image they aim to project. Nowadays, clothing not only functions as a basic need but also becomes a way to express oneself and project certain perceptions to society [7]. In the context of globalization, fashion, the internet, and social networks play an important role in influencing people's behavior and the perceptions they convey. This global trend has driven an increasing need for people to achieve a certain social status and provide an image that differentiates them from others [8]. As a result, international luxury brands have earned a special place in the minds of cosmopolitan consumers, as they associate these brands with attributes such as high price, superior quality, attractive aesthetics, originality, and rarity [9]. International luxury products usually fall into the luxury and specialty product categories, which have strong brand preferences and loyalty from their consumers. Consumers of this product rarely compare and substitute with other products because of the brand's unique value and identity [10].

We specifically designed the strategic communications plan to target who perceive clothing as the primary means of expressing their personality and sexuality. Men tend to have a fashion-conscious lifestyle and care a lot about their appearance. They look for underwear that is not only functional but also reflects their identity and personal taste. In this case, lingerie becomes a powerful medium for self-expression, offering the freedom to explore and display a diversity of designs that allow people to feel comfortable and confident without the constraints of stereotypes or traditional norms regarding sexual orientation [11]. This communication plan aims to increase brand awareness among men through a marketing campaign highlighting the brand's values, unique design, and commitment to quality, utilizing social media platforms to reach the audience with engaging visual content. Apart from that, consumer education is also a main focus, providing information about how underwear can be an effective means of self-expression and increase self-confidence [12]. Highlighting product design and quality is also an important part of the plan, emphasizing the variety of designs available and the high quality of materials. Leveraging social media and influencers is a key strategy to reach target segments by working with influencers who reflect the brand image and have relevant followers. The strategy also emphasizes a personalized shopping experience, incorporating personal online consultations and responsive customer service to cater to consumer needs and preferences. Furthermore, building an inclusive and supportive community is an important part of this strategy, as is holding special events both online and offline that provide space for consumers to interact and share experiences [13].

In fierce market competition, reaching consumers effectively is the key to brand success. Brand positioning is the process of designing a brand's offering and image so that it occupies a unique and significant position in the minds of target consumers. This requires the brand's ability to convince and persuade customers about the advantages and benefits it offers [13]. Organizations use a variety of elements to build their brand positioning, including attributes, price, quality, consumer analysis, and product category identification. Positioning can be based on customer perceptions and strategic orientation in relation to company goals and conditions. In the context of internationalization, which is one of many companies' main goals, brand positioning becomes more important as a strategy to diversify markets and compete in the era of globalization, which has a major influence on the organization's strategic direction [14]. However, internationalization strategies are not risk-free, as they involve expanding abroad and facing new environments with a high level of uncertainty. Various means, including exports, trade agreements, cooperation, and direct investment, can carry out this process.

2. Research Methods

This research adopts a descriptive documentary review-based methodological design, which involves a literature review to identify and understand relevant attributes in the luxury lingerie market. We use a deductive research method, utilizing secondary sources to conduct an in-depth analysis of the market's requested attributes. We complement this analysis with a survey among the study population to gather relevant and actual data. This approach allows researchers to compare findings with existing literature, identify gaps, and assess the correspondence between theory and practice in the field. Furthermore, this study includes benchmarking the strategies implemented by leading luxury brands in the target market. By comparing these strategies, research can identify best practices, as well as the successes and challenges faced by brands in building and maintaining their positioning in the global marketplace. This approach provides valuable insights to understand the dynamics of international brand positioning in the luxury goods market and helps devise more effective and relevant strategies.

3. Results and Discussion

In today's digital era, communication has undergone a significant shift from traditional media to digital media, changing the way brands interact with consumers as well as the dynamics of the relationship between brands and audiences. Consumers and communities now form the core of modern communications, driving marketing strategy, necessitating brands to cultivate direct, personal relationships and engage in two-way interactive dialogue. Digitalization enables direct, real-time interactions via social media platforms, strengthening the relationship between brands and consumers and creating relevant, personalized experiences. Personalization is key in the digital landscape, where brands can use data to understand consumer preferences, habits, and needs, tailor messaging and product offerings, and increase engagement and loyalty through technologies such as artificial intelligence and data analytics. Communities play a critical role in building and maintaining brand relationships in digital communications, where consumers look for brands with values and goals that align with their communities. Brands that succeed in building a supportive community can increase loyalty and turn the community into brand ambassadors. Additionally, consumer reviews and user-generated content have a major influence on brand perception, with consumers tending to trust reviews from fellow users over traditional advertising. Brands need to encourage consumers to share positive experiences and produce authentic content to build credibility and trust. This transformation opens up new opportunities for brands to communicate more effectively and personally by placing consumers and communities at the center of communications strategy and leveraging digital technology for personalization and immersive experiences. The combination of physical and digital elements, as well as the active role of communities, further enriches interactions between brands and consumers, making digital communication one of the main pillars of modern marketing.

The target market for men's products now covers a broader and more diverse spectrum, including men as well as individuals exploring gender fluidity. Transformations in gender perceptions and changing consumer preferences have created demand for products that not only emphasize classic masculinity but also offer more inclusive and flexible designs. Men, who care deeply about their appearance and personal style, are looking for products that better reflect their identity. Products that blend masculine and feminine elements appeal to them, shaping a look that aligns with their personality and taste. In this context, brands need to adapt their marketing strategies to recognize the diversity of consumer preferences. This entails creating products that combine style and function while incorporating the most recent technology and innovation. By leveraging consumer data and technology, brands can offer relevant personalization, create tailored shopping experiences, and ensure that their products meet the quality and design standards demanded by modern consumers. This inclusive approach not only helps brands stay relevant in an ever-evolving market but also strengthens their connection with their audience. By prioritizing flexible designs and meeting varying needs, brands can build consumer loyalty and create strong bonds with various segments of the men's market. In this way, brands can position themselves as leaders in an industry that is responsive to changing social and cultural dynamics.

Respondents' level of satisfaction with men's underwear available on the market shows variations in consumer experience. Of the total respondents, 60% stated that the products they currently use meet their needs adequately, indicating that they are satisfied with the quality, design, and function offered by the existing brand. However 40% reported that their needs were only "moderately met," indicating deficiencies or areas for improvement in existing products. Various factors, such as a lack of innovation in design, inadequate quality of materials, or prices deemed not commensurate with the value provided, can contribute to this dissatisfaction. This segment of respondents may be looking for additional features, better quality, or a design that better suits their personal preferences. For men's underwear brands, this data highlights opportunities to improve product and marketing strategies by better understanding and responding to consumer needs and expectations. This approach can involve improving product quality, innovation in design, and more effective communication strategies to ensure that products not only meet expectations but also exceed consumer needs. By focusing on aspects that are less than satisfactory for some consumers, brands can develop better and more relevant solutions, increase overall satisfaction, and strengthen their position in a competitive market.

The main characteristics considered by users in choosing a men's underwear brand include comfort, quality, design, price, and exclusivity. According to the survey results, comfort and quality are the most important factors for consumers. They tend to choose brands that are able to offer optimal comfort and high product quality, which reflects the experience and practicality they are looking for. While design is also a consideration, consumers appear to be more flexible in this regard, with some willing to make compromises on design aspects to achieve better comfort and quality. Price is another significant factor, but consumers are often willing to pay more to get a product that meets their standards for comfort and quality. Exclusivity, although it can be an added value, does not appear to play a major role in purchasing decisions. This shows that consumers prioritize product function and reliability rather than aspects of exclusivity or brand prestige. Thus, to attract and retain customers, brands must focus on improving product quality and convenience, while design and price can be areas where a slight compromise is acceptable to consumers. Brands that can effectively meet these expectations are more likely to build customer loyalty and satisfaction in a competitive marketplace.

The important attributes that men's underwear products must have, based on the survey, focus on design, quality, cut, color, and price, according to consumer preferences. Products that are considered high-class must have an attractive design and excellent quality, with prices varying but still acceptable to consumers according to their expectations. Design and quality are top priorities, while price should reflect the value of the product, allowing for slight variations without sacrificing the core attributes consumers are looking for. In terms of location, consumers prefer to purchase directly at multi-brand stores, which allows them to physically experience the product and receive recommendations from sales staff. These stores also provide an opportunity to view multiple brands and models together, making comparisons and choices easier. However, online shopping on e-commerce platforms is also becoming a popular option, offering greater convenience and accessibility. E-commerce provides the flexibility to shop anytime and anywhere, although it may lack the in-person experience offered by physical stores. To meet market needs, brands must ensure that their products stand out in terms of design and quality, offering a variety of price options that match the value of the product. Additionally, the distribution strategy should include both multi-brand stores as the primary distribution channel, as well as a strong presence on e-commerce platforms to reach a wider range of consumers and provide flexibility in how to shop.

Survey results show that social networks have a significant influence on customers' choice decisions, with 92% of respondents agreeing that social platforms can influence their preferences and purchasing decisions. Social media plays an important role in introducing brands, building images, and interacting directly with consumers, which in turn can influence customer perceptions and brand choices. In addition, as many as 80% of respondents felt that brands today often display ideal human figures in their advertising, which is considered far from the representation of ordinary consumers who buy these products. Brands often use imagery and narratives that highlight high standards of beauty or success to create positive and aspirational associations. However, this can cause a distance between the brand and everyday consumers, who may feel that they do not fit the promoted image. The combination of social network influence and exclusive imagery in advertising highlights the challenge for brands in creating authentic relationships with consumers. Brands must balance building an aspirational image while paying attention to the needs and identities of everyday consumers. An inclusive and representative communication strategy on social media can help brands get closer to their audiences, reduce the gap between consumers' ideal image and reality, and build stronger and more meaningful relationships.

The implementation of technological tools that support marketing decisions plays an important role in strengthening communications and marketing strategies. This technology enables companies to allocate resources more effectively in advertising and improve real-time interactions with clients. Some key technologies include ad management platforms that facilitate efficient audience targeting and campaign performance measurement, as well as CRM systems that enable direct and responsive communication with customers via chatbots and online support platforms. Additionally, analytics technology helps in developing detailed user profiles, thoroughly analyzing customer behavior, and identifying trends and patterns through big data and artificial intelligence. With the data obtained, companies can design personalized marketing strategies, offering offers and messages that suit individual preferences. Implementing these technologies overall increases the effectiveness of communications plans, enabling companies to make more informed decisions, adapt quickly to market changes, and create more relevant and satisfying customer experiences.

Determining an effective communication strategy requires careful planning and ongoing monitoring. The first step is to clearly define communication objectives and establish guidelines that guide the message and methods used to influence the target audience. We must design the strategy to encompass all stages of implementation, from preparation to evaluation. We should set specific, measurable, and realistic goals such as enhancing brand awareness, boosting sales, or enhancing the company's image. Pre-campaign analysis helps with better planning, while real-time monitoring during the campaign allows for necessary adjustments. A thorough evaluation after a campaign provides insight for future strategy. Involving the target audience in the evaluation and adaptation process ensures the strategy remains relevant and effective in achieving the desired goals. With this approach, companies can strengthen messages and increase the overall success of their communications campaigns.

4. Conclusion

The conclusion from the analysis results shows that communication and marketing strategies in the digital era must adapt to changing market dynamics and evolving consumer preferences. The digital era has changed the way brands interact with consumers, focusing communications on personalization, two-way engagement, and real-time interactions through social media, where technologies such as artificial intelligence play a vital role. The target market for men's products now covers a wider spectrum, including men and individuals exploring gender fluidity, so brands need to adapt their strategies to this diversity and use technology for personalization. According to survey results, comfort and quality are the most important factors in selecting men's underwear products, with price and design as additional considerations. Brands should focus on improving product quality and comfort, as well as offering attractive designs at appropriate prices. Social media has a significant influence on purchasing decisions, but brands often use idealized images that are not necessarily representative of

everyday consumers; therefore, companies must balance aspirational images with consumer needs and identities. The application of technology in marketing allows for more effective advertising, real-time interactions, and data-driven personalization. An effective communications strategy requires setting clear goals, detailed guidelines, and ongoing monitoring to enable rapid adjustments and continuous improvement. By leveraging digital technology and social media and adapting products and marketing strategies to diverse market preferences, brands can build more personal and relevant relationships and increase consumer satisfaction and loyalty in a dynamic market.

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