

Marketing



Introduction The article “ Online Brand Strategies of UK Fashion Retailers” has been written by Jennifer Rowley and appeared in “ Internet Research”(2009), Vol. 19, issue. 3 and can be found on page# 348-369. This article provides a comprehensive analysis of the various branding strategies adapted online by the leading Fashion Retailers.

Overview

This article has been written with an aim of offering an exploratory research into online branding and how it is practiced by the multi-channel retailers. . This study provides an insight into as the online branding thus provides a set of best industry practices followed by fashion retailers. The author performed content analysis of the number of websites operated by leading fashion retailers along with three large supermarkets in UK. The author, while selecting the sample, focused only on choosing retail stores along with super store chains however there was no appropriate method was adapted.

Strengths

This article offers an insight through content analysis as to how the online branding is done by the retailers. This study was conducted by observational research methods through content analysis. Observational research methods are particularly suitable in situations where behaviors are observed. By performing cohort analysis, researcher therefore has attempted to offer a deeper insight into the similar traits and characteristics of the group of retailers in UK.

Weaknesses

However, this study is only limited to content analysis and as such does not offer any other insight obtained through other means of research like obtaining primary data through interviews or through circulating

questionnaire to gain the responses of the managers.

This research is limited due to the fact that it only takes into UK fashion retailers however, it fails to take into account how these retailers and their branding strategies actually affect their marketability. I. e. study does not provide any indication of how online branding strategies are helping firms to achieve their strategic goals.

Observational studies however, often time consuming and selection of the sample can be difficult to obtain. Since such methods are time consuming, therefore changes that take place over the period of time due to changes in the consumer preferences may not be measured appropriately.

Since observational research methods often involve certain ethical issues therefore the overall reliability may not be entirely to the complete satisfaction of the researcher. It is also imperative that the researcher may not be able to obtain entirely correct data because of the fact that most of the information presented on websites may only serve the advertisement purposes of the firms rather than outlining their branding strategies.

Marketing Implications

As discussed above that this research may be applicable within one settings only i. e. UK and may not be replicated under other environments to suggest similar results. This study is therefore only particular to the UK environment and lacks the applicability in other settings and as such research may not provide a definite answer to the intended research questions within a broader context.

Conclusion

This article provides an analysis of the online branding techniques adapted by the various fashion retailers in UK. The author provided a comprehensive

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analysis of the online branding strategies of the fashion retailers in UK. This study has been performed through content analysis of the different websites of fashion retailers as well as three large chain stores. The results indicate that the more famous fashion retailers do not focus on online branding strategies.