

The Revolutionary of I.R. 4.0 Digital Fashion Marketing in Fashion Design Studies for Malaysia Institution

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Abstract

1. Fashion marketing plays a crucial role in the creative Industrial Revolution (IR) 4.0, which is characterized by the integration of digital technologies, data analytics, automation, and connectivity. There are many marketing tools that can be used as a strategy to market their fashion products to consumers. The objective of this research is to identify the significance of digital marketing methods that influence the current existing fashion products and to suggest the comprehensive of implementation digital fashion marketing syllabus in the fashion studies program in Malaysia. The researchers use mix method to collect data from 193 respondents including fashion students (n=99), lecturers (n=34), fashion designers (n=16), fashion entrepreneurs (n=13) and others (n=31), in Malaysia to fulfill set of questionnaires that focus on the digital era of fashion industry and the importance of digital fashion marketing knowledge in the Industrial Revolution 4.0. Besides that, the researchers use interview instrument to collect data from three Malaysian Fashion Designers whereby they have reviewed the existing syllabus of Fashion Retailing applied at Politeknik Ibrahim Sultan, Kolej Vokasional Bintulu and Universiti Teknologi Mara, Malaysia. According to the data collection, the researchers found that there is a need to develop and empowering a good Fashion Digital Marketing topic in that syllabus at all Malaysian Institutions that offer Fashion Program. This research shows that digital fashion marketing studies and understanding are very important to fashion practitioners to enhance productivity and creativity in developing marketing strategies. In revolutionary of IR 4.0 scenario, it is very useful to implement the current digital fashion marketing knowledge as an important syllabus at all Fashion Institutions in Malaysia. It is a need for graduates to improve fashion retail industries in Malaysia and to abroad the market. It is also one of the initiative and awareness to educate the fashion practitioners and consumers in sustaining and practicing the SDG17 in daily lifestyle.

Keywords

Fashion Studies Syllabus, Digital Fashion Marketing, Fashion Product, Fashion Practitioners, Industrial Revolution 4.0

INTRODUCTION

General trends and strategies were gaining momentum in so many years leading up to 2022 and these may continue to shape the fashion marketing landscape in 2023[1]. Stated by other scholars, digital marketing has become a universal marketing platform used by most companies for all types of products and services [2]. Currently, digital platforms for marketing that focus on social media channels like Facebook, Instagram, TikTok, Shopee Shop, Lazada, YouTube Channel and Pinterest is commonly familiar with Malaysian Online Market Platform [3]. There is also no exception for many small businesses in the same field, using simple technology [4].

Furthermore, the development of Internet of Thing (IoT) has forced the usage of electronic commerce to sell and market products and services [5]. Therefore, it is a need to gain new knowledge, new skills, and new approaches for today and future marketers which is not only for understanding the changing and technology enable marketing environment but also for comprehending and communicating with the new customer.

In Malaysia, there are many universities and colleges that offer Fashion Program Studies such as Politeknik Ibrahim Sultan, Universiti Teknologi MARA (UiTM) and Kolej Vokasional Malaysia. Each of the institutions provides Fashion Marketing Syllabus, however there is no topic that specifically focused on the knowledge of digital marketing.

Thus, this study is to determine the significance of digital marketing in the new technology era which use most of social media platforms to introduce many fashions brand widely throughout the world. Besides that, the researchers believe that the digital business marketing is one of the important knowledge areas that need to be focused on the fashion studies syllabus as it might help the fresh fashion graduates to implement the knowledge in their future career.

Practitioners must be digitally savvy and analytically proficient which requires a shift in the knowledge and skills to successfully competent in this digital era [6]. Hence, to overcome the issue of potential inadequacy of the existing marketing curricula, the first idea is to propose a framework for redesigning curricula that include digital marketing whereby focused on important aspects including the assemblage of technologies, devices, platforms and media.

Ground Research

1. Qualitative

i. Based on the observations:

To find out the scenario of business marketing used by many of fashion brand and fashion entrepreneur in order to promote and sell their products or services to customers in Malaysia.

ii. Interview:

To collect data from interviewees that respond to the Fashion Programme Curricula that fit to the fashion industry in the currently digital era. Also, to find out the marketing strategies used by interviewees (fashion designers) to develop their marketing business strength.

2. Quantitative

i. Questionnaire

To collect data from respondent’s opinion about their shopping behavior and also the importance of digital marketing to implement in the fashion studies curricula in a way to improve the fashion industry in Malaysia.

Problem Statement

Marketing tools play a crucial role in promoting and selling fashion products to consumers. There are some popular marketing tools and strategies that can be used in the fashion industry such as Utilize platforms like Instagram, Facebook, Pinterest, and Twitter to showcase designers fashion products [7]. Furthermore, entrepreneurship education plays a vital role in cultivating entrepreneurship and innovation, and can help to shape a person’s entrepreneurial disposition, skill, and competence.

The Research Objective

1. To study the scenario of fashion retail/ fashion marketing in creative fashion industry IR 4.0.
2. To identify the significance of digital marketing understanding in fashion studies syllabus in Malaysia.
3. To discuss the integration of implementation fashion marketing syllabus in Malaysian Institution.

The Research Question

What are the scenarios of fashion retail/ fashion marketing in creative fashion industry IR 4.0?

What is the significance of digital marketing understanding that should be applied in fashion studies syllabus in Malaysia?

How is the implementation of fashion marketing syllabus can integrate fashion studies syllabus to be more complex and comprehensive?

The Research Aim

It is very important to implement fashion digital marketing as a comprehensive syllabus in fashion studies curriculum, as the graduates can apply in the industry to improve the fashion business market in Malaysia and abroad. Thus, this research is to find out the significance of implementation and

development of fashion Establish criteria for evaluating the success of the implemented curriculum. This could include measuring students understanding knowledge and proficiency in digital marketing, tracking their career outcomes, and assessing the impact on the fashion business market in future.

LIMITATION

In this study, there are several constraints that need to be considered which is the selection of limited and related course meet the International Standard of Organization (ISO) standard: ISO 9002: 2008 Quality Management System. Besides that, not all fashion institutions in Malaysia are offering the Fashion Design Course that cover this new evolution of fashion marketing knowledge in their curriculum.

DELIMITATION

This study is only conducted on Fashion Design Diploma students because it is based on a study attained through the method of observation in the field, as well as the results review of the CORR (Course Outcome Review Report) from semester one to five in Diploma Fashion Design & Clothing. Consecutive semesters in the course have recorded a percentage below the target and requirements of the subject which, in the syllabus, emphasizes the use of the right Fashion Marketing tools with the right platform and related to the fashion product [8].

THE RESEARCH METHODOLOGY

In Research methodology, researchers using the Mix - Method instrument were combining the Qualitative Method and Quantitative Method. In Qualitative Method, researchers approach 3 local designers to reviewing the current academic syllabus focusing three sample syllabuses related to fashion retailing & marketing from a difference’s Malaysia institution, such ad from Politeknik Ibrahim Sultan, Johor, Bintulu Vocational College Sarawak, and University of Technology Mara, Malaysia.

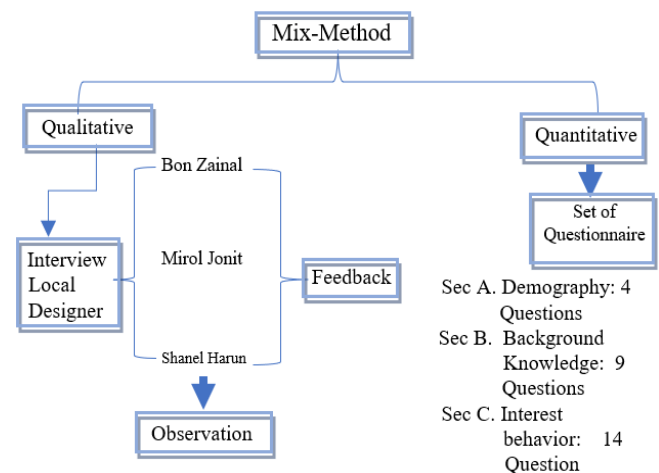


Fig. 1: Instruments of Research Methodology

Fig. 1 is the research methodology framework that is planned by the researcher to strategies to get the data collection by distributes the set of question. Besides that, the researchers also carry out the observation towards the trending digital fashion online business platform an example of Tik Tok Shop, Instagram, Facebook, Shopee Shop, Lazada etc.

Hence, the sample of outcomes base on online observation by several business platform in Malaysia.

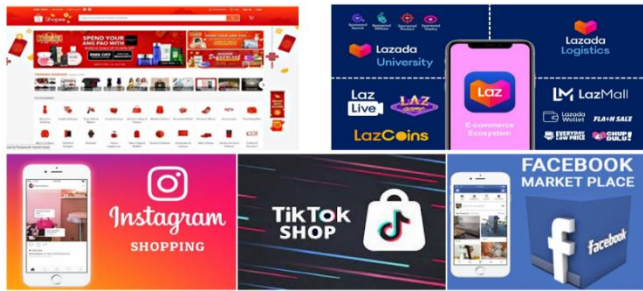


Fig. 2: Sample online business on Social Online Platform observation source by author

Other than that, in quantitative method, the researcher distributed a set of Digital Google Form questions with discover the three main section to the topic of Demography, Respondents tendency shopping platform and Market trend behavior. Of 193 respondents, they included the respondents such as fashion students, lecturers, fashion designers, fashion entrepreneurs and others.

Research Framework

Researchers navigated this framework to conduct the research. Started finding the issue of current a syllabus meanwhile doing some research ground base on observation from 3 sample of different type of institution offer the fashion design course in Malaysia, researchers align these issues by conducting the Interview Session with a three Malaysian Fashion Designers took part. Furthermore, researchers also implemented the set of Questionnaire as the main data collection distributed to 193 respondents randomly in Several institution, designers, industrial key players, and public. To perform this research structure, several data collection from primary previous scholar to complete the literature review.

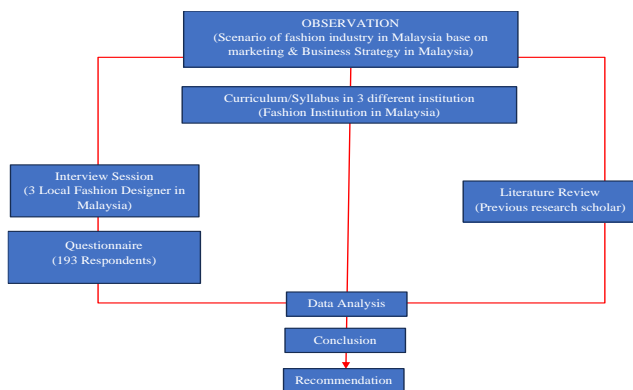


Fig. 3: The research framework flowchart constructed by researchers.

Back then, here the all the data result and finding will gather and analyze using the Excell Analysis to generate the result. Several discussions have been explained and clearly firm into discussion chapter. Finally, researchers conclude all the research data and content and make a recommendation for the end of the research.

DATA ANALYSIS AND DISCUSSION

In this section, researchers analyzed all the data collected via instruments: interview and questionnaires to the respondents.

Interview

Researchers approached three well-known Malaysian fashion designers which are Bon Zainal, Shanel Harun and Mirol Jonit. Each of them had been provided with the Course Outcome Review Report of Fashion Retailing Course (DVF 50162) applied in Diploma Rekabentuk Fesyen dan Pakaian (DFP) Programme at Politeknik Ibrahim Sultan, Johor.

Table 1: Sample of Course Review Report (CORR) from Politeknik Ibrahim Sultan. Source by Author.

POLITEKNIK IBRAHIM SULTAN COURSE OUTCOME REVIEW REPORT (CORR) SESSION : SESI II : 2021/2022	
I. COURSE INFORMATION	
Programme	: DIPLOMA REKABENTUK FESYEN DAN PAKAIAN [DFP]
Class	: DFP5A,
Course Name	: DVF50162 - FASHION RETAILING
4. COURSE LEARNING OUTCOME	
CLO1C	Explain accurately fashion retailing, its functions and merchandise blend and the impact of fashion trends on retail products and services.
CLO2C	Justify correctly how retailers use multiple selling channels to reach their customers.
CLO3A	Create image, product range, promotion mix and types through visual merchandising to meet target needs for fashion retailers.

Through out the review, the interviewees responded to the questions given as shown in Table 2. Three of interviewees agreed that currently in the digital era online business is the best option to implement and the designers also prefer to use digital platform (online business) as a business strategy. The digital platform is a very effective strategy to increase the followers and sales of business. The example of digital platforms used by the designers are TikTok Shop, Instagram and Facebook. However, E-commerce platforms have become of the main media for many companies to sell their products and services online as the digital marketing strategies also play important role in increasing sale [9]. The social media for example is help to increase the brand awareness, interact with potential customers and drive traffic to your online store.

The interviewees also believe that consumers also prefer online platform as the easiest way to purchase products because it can help to reduce cost of travel and save time. Online shopping can save customer’s time and how much they consume without space and time constraints [3]. However, the risk to consider is the consumer’s satisfaction in term of material, sizing and advises as they did not experience the physical shopping by themselves.

Table 2: Outcome of Course Review Report (CORR) from Interview Session with three Malaysian Designers source by author.

Questions	BON ZAINAL	SHANEL HARUN	MIROLJONIT
Online /Offline Business Platform Implementation	Agree	Agree	Agree
Suitability Online /Offline Business Platform Implementation	100%	100%	100%
Consumer preferences selection to product via digital content	Agree	Agree	Agree
Consumer experiences satisfaction after purchase	75%	65%	85%
social media marketing platform preferences	TIK TOK SHOP, Instagram	TIK TOK SHOP, Instagram	TIK TOK SHOP, Instagram, Facebook Advertising

Questionnaire

The researchers distributed questionnaires to 193 respondents which include fashion students, fashion lecturers, fashion designers and fashion entrepreneurs. The researchers provided the questionnaires in form of Google Form and distributed to respondents by using link via WhatsApp. Below are the data collections through this method:

(1) Demography Analysis

The data collection shows that 51.3% of respondents are fashion students. The second highest respondent is fashion lecturers (17.6%) followed by others which is (16.1%). The two lowest data collected are from fashion designers (8.3%) and fashion entrepreneurs (6.7%).

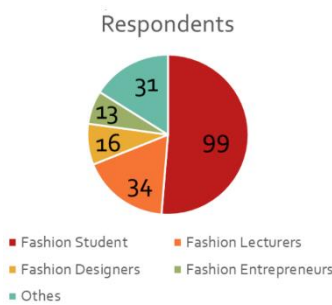


Fig. 4: This is Pie chart of background respondent feedback participated in the survey.

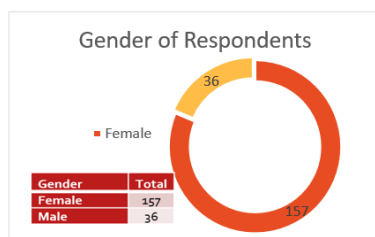


Fig. 5: Pie charts analysis for gender respondents feedback source by author.

From all 193 respondents, 81.3% are female and the rest 18.7% are male as shown in Fig. 5.0. While the age of respondents can be seen in Fig. 6.0, the highest percentage range of age is between 19-23 years old with 44.6%. The second highest is age between 31-40 years old (23.8%) and followed by 15-18 years old (13.0%). The range age of 41 and above is 9.8%. The lowest percentage is range of age between 24-30 (8.8%).

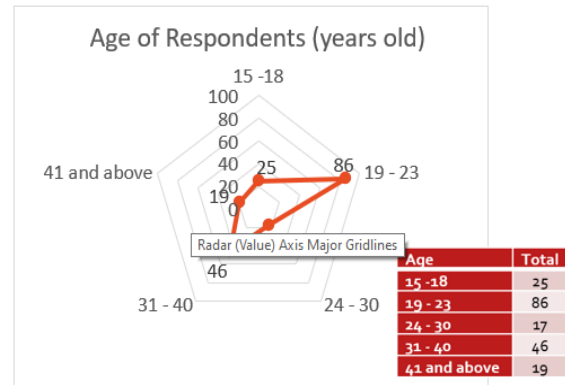


Fig. 6: The range age of respondents.

(2) Opinion Towards Fashion Business.

In this section of analysis, the researchers want to find out the respondent’s opinions toward the fashion business which is also related to digital strategy marketing.



Fig. 7: The preference of respondents to involve in fashion business.

Fig. 7 shows that 86.5% of respondents are preferring to involve in fashion business or fashion retail whereby most of them are fashion students that will graduate successfully and have dream to start up their own business.

Preferable Platform in Purchasing Products

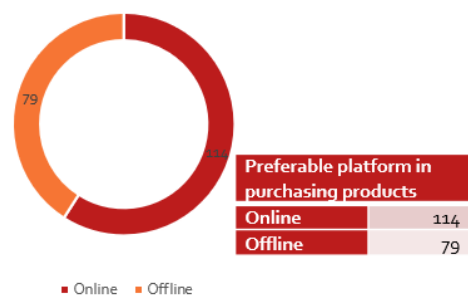
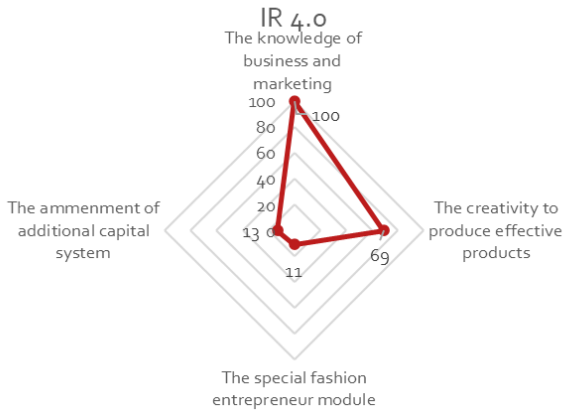


Fig. 8: The preferable platform to purchase products by respondents.

About 114 out of 193 respondents as shown in Fig. 8, agreed to choose an online platform in order to purchase items from any online stores. Currently, the number of people that are using the internet to purchase products has increased due to the increasing number of different shopping sites. Contemporary, online shopping is a famous marketing platform used widely by various industries [10]. Thus, it is true that most customers nowadays prefer to do shopping via online rather than has to walk in the outlet in the middle of crowd with certain time constraints.

Requirement for Fashion Entrepreneur to Achieve



Requirement for fashion entrepreneur to achieve IR 4.0

The knowledge of business and marketing	100
The creativity to produce effective products	69
The special fashion entrepreneur module	11
The amendments of additional capital system	13

Fig. 9: The requirement of knowledge for fashion entrepreneurs to achieve IR 4.0 in digital marketing era.

IR 4.0 has a significance that relates to personal matters, technological difficulties, scientific challenges, economic issues and political matters [11]. It has become a paradigm shift to the development of business either big or small. IR 4.0 provides a technology that really helps in developing businesses, which is E-marketing. This is because e-Marketing has affected positively the performance outcomes of businesses in terms of communication and internal administration.

Thus, by referring to Fig. 9, 51.8 % of the respondents agreed that the important knowledge that each entrepreneur to gain is the knowledge of business and marketing. The role and scope of marketing as shown in Fig. 10. It represents the role of marketing in the digital world nowadays [12].

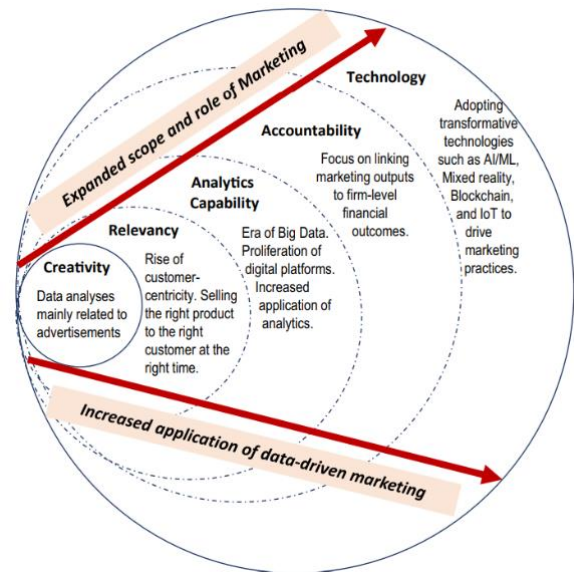
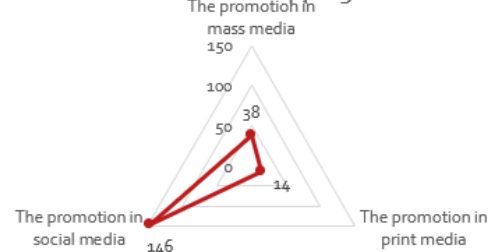


Fig. 10: The expending role and scope of marketing with increase application of data-driven marketing.

(Sources: Marketing in a data-driven digital world: Implications for the role and scope of marketing. Journal of Business Research[12])

Therefore, business marketing is very useful for entrepreneurs to understand to perform a sustainability of business in this competitive digital era.

The Influences of Shopping Behavior



The influences of shopping behavior

The promotion in mass media	38
The promotion in print media	14
The promotion in social media	146

Fig. 11: Types of promotion that influence the shopping behavior of customers.

As shown in Fig. 11, 75.6% of respondents voted for social media as the best promotion platform that influences the customer's shopping behavior. Social media has recently gained tremendous fame as a highly impactful channel of communication in these modern times of digitized living and the best option to gain recognition as a pronounced and paramount marketing factor guiding the success of a product/service/ business [13].

In Malaysia, many local clothing brands and fashion designers use social media as a platform to promote and selling their products or services to customers. There are various platforms of social media such as Instagram, Tik Tok,

Facebook and Twitter. Moreover, some application or social media upgraded their site so that entrepreneur can go live streaming to sell their products in virtual. It is the best way to approach the customers abroad around the country without spending much time and money.

The Implementation and Improvement of Fashion Marketing Syllabus in Fashion Studies Institutions in Malaysia



Fig. 12: Preferable to implement and improve Fashion Marketing syllabus in fashion programme institutions in Malaysia.

By looking at all the data collections, the researchers believe that it is very important for all the institutions in Malaysia that offer Fashion Design Program to implement and develop a comprehensive Fashion Marketing syllabus which including the digital marketing strategy to adapt in the IR 4.0 era. It is an initiative to provide fashion graduates with better sustainability knowledge about technology and digital platforms in fashion industries.

Fig. 12 represents the opinion of respondents where many of them also believe, it is a necessary to implement the fashion marketing knowledge in order to produce the best fashion graduate that will help to develop Malaysia's fashion industries.

CONCLUSION

This research shows that current fashion design program in Malaysia institution syllabus does not have the digital fashion marketing studies in syllabus.

This research shows understanding is very important to fashion practitioners to enhance the productivity and creativity in developing marketing strategies. Therefore, it is very useful to implement the current digital fashion marketing knowledge as an important syllabus at all Fashion Institutions in Malaysia.

It is a need for graduates to improve fashion retail industries in Malaysia and to abroad the market. It is also one of the initiatives and awareness to educate the fashion practitioners and consumers in sustaining and practicing the SDG17 in daily lifestyle.

RECOMMENDATIONS

Besides looking to the current syllabus in current fashion design institution in Malaysia, researchers hope that Continuous Quality Improvement which is a systematic approach to improving by incorporating the online marketing

studies into a fashion design course syllabus, it is important to strike a balance between the creative aspects of fashion design and the practical skills needed for successful online marketing. Furthermore, it has a significant purpose whereby the course structure combines the foundational skills of fashion design with the essential knowledge needed for effective online marketing in the fashion industry. It can ensure that students not only create aesthetically pleasing designs but also understand how to strategically market and position their creations in the digital landscape.

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