

ONLINE MARKETING STRATEGIES OF LINGERIE BRANDS IN INDIA: A CASE STUDY ON

The logo for the brand 'zivame' is written in a lowercase, red, serif font.

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ABSTRACT

The Indian lingerie market has been unleashed like never before, it has undergone a transformational change over the past few years. There has been much innovation in the making of lingerie and technology has also influenced this. Growing number of working women, changing fashion trends, the increased awareness about better fits, brands, colours, quality, styling, rising level of media exposure and entry of large number of international brands have given the industry a new facet. This research is conducted with the aim to explore the following: Understanding the consumer buying behaviour (pre-purchase & post-purchase behaviour) for lingerie in India. To study and analyze the online marketing strategies which are used by lingerie brands to increase the sales revenue. 2] The results of this study are as follows: The factors that affect to the consumer's perception and selection;

Products meet the Target Group and combination of Social Media Marketing (SMM), Search Engine Marketing (SEM), Search Engine Optimisation (SEO) and Social Media Optimization (SMO); strategic planning was established by using marketing mix (product, price, places and promotion: 4P's) to raise the competitive advantage and to increase brand equity, capability to meet the consumer's needs and affect to the sales revenue boosting up.

Keywords - Online Marketing, SMM, SEO, Lingerie

1. INTRODUCTION

The fashion appeals of lingerie and expanding female consumers' base have been significant drivers for growth. Female consumers are increasingly looking for lingerie that is more unique, more appealing, and more sensible. This trend is reinforced by the way lingerie is perceived now days, the lingerie division includes highly lucrative shape wear products, and with the constant innovations in smart fibers and related technologies and effective promotional tools like internet marketing, new products are constantly being developed to meet consumer demands in the market. Despite high growth rate of the overall of lingerie market has been satisfied, effort should be put into developing new market segments nonetheless. Here, branding aims to build up the long-term relationship with consumers and to associate with consumer goods and services. Our views about life are shaped by, our personal positive and negative experiences. Brands today believe in creating those positive experiences while interacting with the consumers. If they ensure that the experiences are engaging, surprising, beneficial and consistent they have a greater chance of staying on top of the consumers head. Brand experience can thus be defined as feelings, sensations, subjective thoughts which are evoked in the consumers mind, by the brand design, colours, packaging and brand communication.

1.1 Onlinemarketing

Online marketing uses internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. In the old days, buying a newspaper ad was one way to reach potential customers, but now, newspaper circulation is decreasing dramatically.

However a full or even half-page ad in a local paper could still run you thousands of dollars and may not reach your target audience. Web analytics tools allow you to track meaningful metrics and offer you the opportunity to make informed business decisions on data and not just assumptions. Based on data, one can determine the actual ROI of the online campaigns.

1.2 Lingerie market in India

Trends in Lingerie have been changing just like any other fashion industry. Both international and private labels are reassessing their positions to make optimum utilization of the market potential. International brands face competition from domestic players like Goversons, Red Rose, Daisy Dee, Body care etc. because they offer audience low priced products compared to other established brands. A few international brands like Jockey, Vanity, Victoria secret, Bodyline, and Lovable are currently in the Indian market. However, international brands face competition in terms of prices. India's lingerie market is currently valued at 3 billion. A mere portion of it is online. In the next few years the market value is projected to jump to 5 billion. While physical stores obviously ring in the bulk of the sales, the unavailability of sizes, unavailability of different styles, lack of privacy and shortage of trained personnel has paved the way for online lingerie portals. For example, Zivame- the fastest growing online lingerie brand.

The Indian lingerie market has been unleashed like never before, it has undergone a transformational change over the past few years.. Growing number of working women, changing fashion trends, the increased awareness about better fits, brands, colours, quality, styling, rising level of media exposure and entry of large number of international brands have given the industry a new facet. Indian women have become much aware about the lingerie and its significance. The lingerie category has broadened from being a basic requirement to designer wear with emphasis on styling and comfort. Fashion conscious damsels; today consider style, coquettish appeal and gorgeousness while shopping for their underclothes.

1.3 Snags in the Indian lingerieMarket

India is largely a conservative market and talking about lingerie in public is still considered a taboo. Lack of open advertising is one of them, as lingerie is still not advertised widely both in print and e-media, leading to consumers not having a clear perception about the best brands in the market. Majorly the lingerie advertisement reflects eroticism rather than portraying the necessity of underclothes. The consumers lack the real knowledge about the right fit, style or fabric suitable to the Indian body type and climatic conditions. Most people assume their size and do not know how to measure the real fit, not understanding that lingerie needs to fit exactly like a shoe fits ones feet, exactly. The science of arriving at the exact cup size and band size is relatively unknown to the Indian women, reflecting in the way they purchase the same. Indian women are largely unaware of other categories of lingerie.

Various cultural sensibilities even within the country prevent one consumer from adopting what brand is catering. In some regions, fashion is adopted with the trend going on. In some cities the market most likely to accept ‘Agent Provocateur’ type fashion; it’s cosmopolitan and classy. Hence, brands need to be careful, neither be hung up about Indian cultural stereotypes nor be too flaunty with its designs but by understanding the cultural diversification throughout the target areas.

1.4 AboutZivame

The name Zivame is the combination of the Hebrew word ‘Ziva’ which means ‘Radiant’ and me, thus, Zivame stands for ‘Radiant Me’. The company’s core objective is to celebrate the inner radiance of women and give them products that are comfortable and help them achieve what they are capable of. The company started its operations in August 2011 with the objective of making high quality lingerie available to every woman in India. By March 2013 they crossed 10 million website visits. In August 2015 the company launched ‘Fit on Wheels’ India’s first mobile fitting lounge. With more and more people shopping through mobile applications Zivame launched India’s first ever lingerie app. They have increased their presence and are presently making deliveries to over 20,000 pin codes across India because the company believes that ‘lingerie is for everyone’. From serving their first order in 2011 they sell close to one bra per minute. Currently Zivame’s valuation stands close to \$100 million. Zivame’s success story is intriguing. Building a successful business with a product line that people in India are still shy to talk about openly is commendable. In the words of Richa Kar, founder and CEO of Zivame, they have ‘made it cool to talk aboutlingerie.’

2. REVIEW OF LITERATURE

2.1 Articles Review

Author	Article	Abstract
Vivek Mehta	Lingerie a great fit in Indian market, seen as a fashion category	The Indian lingerie market has witnessed a major boom in the last decade, and is now considered to be one of the fastest moving categories in India with a growth of 15 per cent CAGR. As inner wear graduates into a staple in the Indian women's wardrobe, the industry has burgeoned, albeit in pockets of different states in India as a small scale unorganised sector.
Tanya Krishna	The Evolution & Growth of Lingerie Market in India	The innerwear category has broadened from being a basic requirement to designer wear with emphasis on styling and comfort. According to a Technopak report, the innerwear category is currently estimated to be worth Rs.25, 034 crores and accounts for 8 percent of the total apparel market in India. And, the women's innerwear segment has grown in the recent years and estimated to be worth Rs.16, 259 crores in 2016 and accounts for 5 percent of the total apparel market.
Swati Bhargava	It's worth investing in sexy lingerie as it makes them confident	Gone are the days when lingerie was just considered a piece of clothing for support. Today, the lingerie shopping is not only intimate but an experience in itself. Given the fact that lingerie today is about utility and fashion both, more and more women are now updating their intimate drawers from a stylist perspective. This is why they do not mind spending a little more than they should as they consider it as an investment piece.

Author	Article	Abstract
ShramanaGanguly	Lingerie market gets a makeover as Indian women experiment with colours, designs and cuts	Challenging the traditional beiges, blacks and whites, neons have barged into the lingerie closets of Indian women. So has Superman print. The trend shows how the Indian woman is getting down to experiment with her intimate wear, encouraging homegrown brands such as Soie, Clovia, Calibra, Pretty Secrets and Sonari to launch products with vivid styles and patterns, and creating their own niche in this Rs 11,000 crore market.
Neetu Singh	Lingerie brand experience study in Pune market	Brand experience has attracted a lot of attention in the Marketing practice. The customers are seeking an emotional connect with the brands which they choose, apart from the obvious functional benefits that they pay for. Lots of study is being done in order to measure brand experience and then implement the same in enhancing customer's satisfaction and in turn brand loyalty. This paper aims to identify the parameters which enhance the lingerie brand experience of consumers in the Pune market, and identify whether the market leader in that category incorporate the same. JJoskoBrakus, Bernd H Schmitt and Lia Zarantonello prove in their article
AnotaiRattanaku	A study to approach to increase brand equity of lingerie products by using marketing strategies	The purposes of this study are: 1.) To study and analyze the approach to increase brand equity by using marketing strategies of lingerie products and to increase the sales revenue by using marketing strategies. 2.) To impress the consumers that used the lingerie products. The results of this study are as follows: The factors that affect to the consumer's perception and selection were 1). Product Variety 2). Products meet the Target Group and 3). Integrated Marketing Communications (IMC).

2.2 Literature on Indian LingerieMarket

After critically understanding the available literature it is clear that Indian lingerie market is unleashing, it is undergoing a transformational change and understanding the veiled topics which are of greater significance. There has been much innovation in the making of lingerie as and technology has also influenced this. Growing number of working women, changing fashion trends, the increased awareness about better fits, brands, colours, quality, styling, rising level of media exposure and entry of large number of international brands have given the industry a new facet. Indian women have become much aware about the lingerie and its significance. The lingerie category has broadened from being a basic requirement to designer wear with emphasis on styling and comfort. Indian lingerie market is on a boom, and international brands are entering this segment.

An Indian woman now keeps about eight brassieres compared with 5-6 pieces in the past, while outerwear evolved significantly over the past decade, innerwear stayed stagnant.

However, with daily wear fluctuating from ethnic to Indo-western or strictly western outfits, and choice of evening wear getting as vivid as body-hugging tights to the free-flowing drapes, lingerie styles on offer have increased from T-shirt and padded bras to balconette and underwire bras and low waist briefs to G-strings.

2.3 Literature on Online Marketing Forms of OnlineMarketing

- Display ad: Online advertisers (typically through their ad servers) often use cookies, which are unique identifiers of specific computers, to decide which ads to serve to a particular consumer. Cookies can track whether a user left a page without buying anything, so the advertiser can later retarget the user with ads from the site the user visited.
- Web banner advertising: Web banners or banner ads typically are graphical ads displayed within a web page. Many banner ads are delivered by a central adserver. Banner ads can use rich media to incorporate video, audio, animations, buttons, forms, or other interactive elements using Java applets, HTML5, Adobe Flash, and other programs.

- Pop-ups/pop-under: A pop-up ad is displayed in a new web browser window that opens above a website visitor's initial browser window. A pop-under ad opens a new browser window under a website visitor's initial browser window.
- Floating ad: A floating ad, or overlay ad, is a type of rich media advertisement that appears superimposed over the requested website's content. Floating ads may disappear or become less obtrusive after a preset time period.
- Interstitial ads: An interstitial ad displays before a user can access requested content, sometimes while the user is waiting for the content to load. Interstitial ads are a form of interruption marketing.
- Text ads: A text ad displays text-based hyperlinks. Text-based ads may display separately from a web page's primary content, or they can be embedded by hyperlink individual words or phrases to advertiser's websites. Text ads may also be delivered through email marketing or text message marketing. Text-based ads often render faster than graphical ads and can be harder for ad-blocking software to block.
- Search Engine Marketing (SEM): Search Engine Marketing, or SEM, is designed to increase a website's visibility in search engine results pages (SERPs). Search engines provide sponsored results and organic (non-sponsored) results based on a web searcher's query. Search engines often employ visual cues to differentiate sponsored results from organic results. Search engine marketing includes all of an advertiser's actions to make a website's listing more prominent for topical keywords.
- Search Engine Optimization (SEO): Search Engine Optimization, or SEO, attempts to improve a website's organic search rankings in SERPs by increasing the website content's relevance to search terms. Search engines regularly update their algorithms to penalize poor quality sites that try to game their rankings, making optimization a moving target for advertisers. Many vendors offer SEO services.
- Sponsored search: Sponsored search (also called sponsored links, search ads, or paid search) allows advertisers to be included in the sponsored results of a search for selected keywords. Search ads are often sold via real-time auctions, where advertisers bid on keywords. In addition to setting a maximum price per keyword, bids may include time, language, geographical, and other constraints. Modern search engines rank sponsored listings based on a combination of bid price, expected click-through rate, keyword relevancy and site quality.

- Social media marketing: Social media marketing is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social mediaprofiles.
- Email Advertising: Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited, in which case the sender may give the recipient an option to opt-out of future emails, or it may be sent with the recipient's prior consent(opt-in).
- Chat advertising: As opposed to static messaging, chat advertising refers to real time messages dropped to users on certain sites. This is done by the usage of live chat software or tracking applications installed within certain websites with the operating personnel behind the site often dropping adverts on the traffic surfing around thesites. In reality this is a subset of the email advertising but different because of its time window.

2.4 Literature on Zivame E-mail MarketingStrategy

E mail marketing is a popular and cost effective medium of promotion for all ecommerce players. With a user getting tons of e mails in his inbox in a day, whether he will actually open and go through the mail should be the prime focus of any company's e mail marketing strategy. Zivame has been quite successful in managing its e mail marketing campaign. A major reason behind their success is that they have tried to personalize the shopping experience for each and every customer who visits theirwebsite.

- Limited Number of Mails:Zivame does not flood their customer's inbox with too many mails. Limited number of e mails in a week is a good strategy. It prevents the customer from unsubscribing from the mailinglist.
- Catchy Subject Lines: The subject lines of the email are designed to grab the customer's attention. This increases the chance of the customer opening and viewing the mail. For example, Open now or wait a year; Not Just 60% off! All New ForYou!
- Personalized Content: Instead of sending mass marketing e mails Zivame believes in sending personalized e mails to its customers. Zivame has implemented the Barilliance personalization tool that helps them to send product recommendations based on the customer's viewing or purchasehistory.

3. RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

This chapter describes the methodology of the study, based on data collected from primary sources measured through the procedure of **Descriptive Research**. After the detailed study an attempt has been made to present comprehensive analysis on the consumer buying behavior (pre-purchase & post-purchase behavior) for lingerie in India. The data has been used to cover various aspects like consumer's preference etc.

3.2 RESEARCH OBJECTIVES

- Understanding the consumer online buying behavior (pre-purchase & post-purchase behavior) for lingerie in India.
- To study and analyze the online marketing strategies which are used by lingerie brands to increase the sales revenue.

3.3 SAMPLING

For the understanding of the study, a sample of 30 people was chosen from Delhi/NCR. The sample was judgmental and methodology was convenient random sampling.

- **Sample Size:** A sample of 30 respondents was taken.
- **Sampling technique:** Convenient Random Sampling Method

3.4 DATA COLLECTION METHOD

The data is collected by the **Quantitative Method**

- **Primary Data** – It will be collected using a questionnaire. A well laid out questionnaire will be designed for this purpose to be filled by respondents. Then an analysis would be done to derive the inferences from the study.
- The questionnaire is attached at the end.
- **Secondary Data** -This information will be obtained from secondary sources.

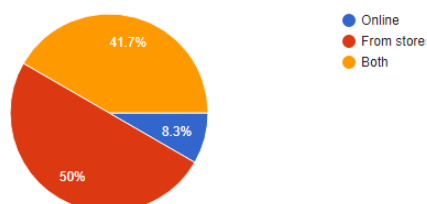
3.5 DATAANALYSIS

The Group of surveyed women (age band: 21- 40) was equally divided into three Segments -

- **Students:** Girls of the age group 14- 16 get exposures about the lingerie but generally due to lack of awareness about the need, sizes etc, and parents are involved in their purchase and are into picking the basics designs and types. And women of age 21-25 who want to be fashionable, and look smart, but do not have a large pool of disposable income for spending on being so. This segment has potential for futuresales.
- **Housewives:** Women in the age group 25-36 and above .This segment is conservative and traditional and do not have a large pool of disposable income to spend on looking fashionable. This segment focuses more on the utilitarian functions of the product and seeks high product quality and value for money. Convenience of shopping is of high priority forthem.
- **Working Women:** Women in the age group 25-36 and above. This segment is the main market which is career oriented, who thrive on being fashionable, and who have large amounts of disposable income are strong, independent, empowered women with a defined sense of fashion, aged 21-36 and above. The requirement for this segment is to buy new styles which are fashionable and are trendy. Price is not a constraint for this segmentas they value shopping experience higher than other experiences.

You purchase lingerie

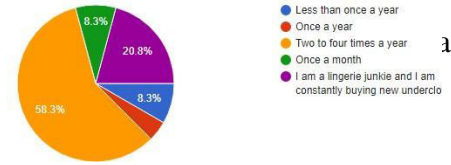
24 responses



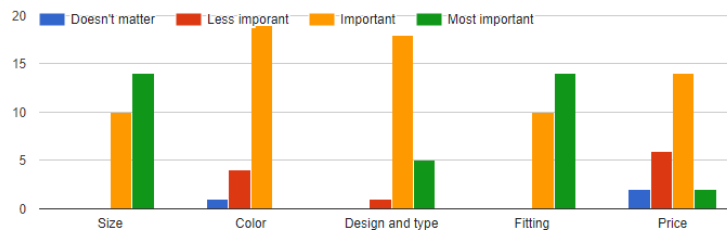
It is completely visible that how online portals are making space among all age groups while purchasing lingerie and how consumers are switching from store options to online shopping.

The age band of 30 to 40 year old women the purchase of lingerie is still limited to 2-4 units annually whereas the new generation is almost constantly buying new lingerie as the newest style grabs their favourite of all.

How often do you go lingerie shopping?



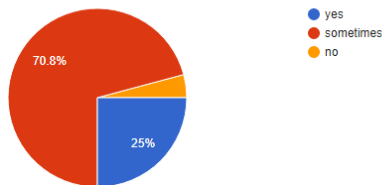
Rate following parameters during lingerie purchase



Focusing on five major parameters which consumer prioritise while lingerie purchase being size, colour, design& type, fitting, price; it is understood that size and fitting is most crucial and significant factor in lingerie and after that colour and design are also important.

You experiment with different types of bra available in the market

24 responses

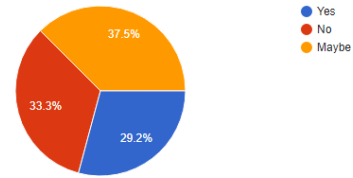


Majority of audience is into experimenting with trending style and design available in the market. Analysing the pie chart it is evident that 25% women are happy exploring and experimenting whereas 70.8% of women are sometimes trying to get along and become comfortable with the newbie, but yes they try.

The major concern which always retains in a woman’s head is the privacy to select the best and desired lingerie for her due to lack of female staff, a majority of women feel awkward and uncomfortable in front of male staff.

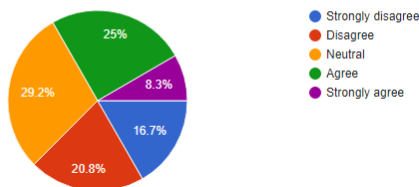
Does getting measured for a bra via male staff makes you feel uncomfortable?

24 responses



Online shopping for bra is a more comfortable option

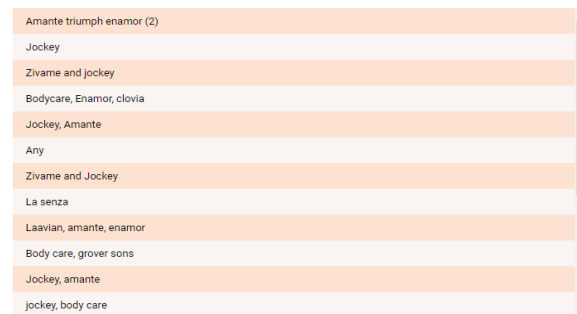
24 responses



33% of women feel that online shopping for lingerie is more suitable and comfortable as they provide you with privacy, thorough search for the desired product and hassle free home deliveries. Also, 29% women are neutral about selecting online medium but lately they will be giving a try to the online option available with the advent of awareness.

What are your favorite lingerie brands?

21 responses



When asked about the favourite lingerie brand Jockey and Amante take lead because of the two major factors- comfort and premium ranges. Zivame’s one of the partner brands are also Jockey, Amante etc. which are making the consumer more comfortable to pick their favourite brands at same destination with ease.

4. CONCLUSION

- The study concludes that online brands like Zivame have been quite successful in managing its online campaigns, by using appropriate digital marketing strategies.
- Working women of age 26-35 are highly involved experimenting with style/design and in online purchase of lingerie. Major reasons being: high disposable income, fashion enthusiast in nature, hassle free selection of product and complete privacy while decisionmaking.
- Consumers rely upon more than one medium in order to enhance their brand related knowledge and to finally take action which is purchase of goods or service; which is why using different platforms of online marketing helps one to become successful.
- $SEO+SEM+SMO=ROI$ [Search engine optimisation+ Search engine marketing+ Social media optimisation = Return on investment]

5. FINDINGS

- In the case of Zivame, personalised shopping experience for each and every customer who visits their website was catered through personalised E- mail, Zivame has implemented the Barilliance personalization tool that helps them to send product recommendations based on the customer's viewing or purchase history.
- Consumers who went neutral about online shopping adoption during survey, following are the reasons, why they don't feel comfortable buying lingerie online. According to the data analysis it has less relation with brand awareness or brand equity but with the procedure which any online portal is paved through.
 1. Many people still prefer the live interaction during purchases due to lesser reliability on the product being displayed on website.
 2. Because of lacking trust on website's security for online money transactions.
 3. Problem with returns/exchanges, lacking good customer care service.
- Consumers do require detailed information about the brand to evaluate its strengths & weaknesses before purchase, that is why Social Media Marketing is highly used now days as they provides with Expanded Exposure, better recall/brand awareness along with detailed content which is regularly generated for much speedier brand awareness.

6. REFERENCES

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