THE EMPIRICAL STUDY OF SOCIAL MEDIA STRATEGY AND PERFORMANCE FOR THE FASHION BRAND

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Abstract - The research proposal examines the social media strategy and performance for the fashion brand. The research proposal identifies relevant gaps. The research uses meta- analysis to do in-depth review marketing and management literature and phenomenology study to survey marketing managers. This study addresses the underlying attributes of performance and social media strategy within the context of fashion brands. The research argues that certain characteristics of these attributes enable organizations to increase the likelihood of success adapt social media strategy and sustains their competitive advantage. The research tests a comprehensive model for social media strategy by employing FsQCA methods. Research findings and implication will be discussed in the future.

Key words - Social media marketing, performance, meta analysis, phenomenology, FsQCA