

## DIGITAL FASHION COMMUNICATION: CONSUMER PERCEPTIONS OF ONLINE CAMPAIGNS AND INFLUENCER IMPACT

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### ABSTRACT

This paper examines the role of the digital environment in shaping communication between fashion brands and consumers, with a particular focus on digital marketing campaigns and influencer impact. The study explores respondents' attitudes toward fashion brands' digital presence, the frequency and patterns of following brand activities on digital platforms, and the perceived effectiveness of online campaigns. Special attention is given to the role of influencers in shaping consumer attitudes, purchase decisions, and overall behavior. The findings indicate that digital platforms represent a crucial communication channel for fashion brands, while influencer marketing significantly contributes to consumer engagement and trust. The paper highlights key trends relevant for both academic research and marketing practice in the fashion industry.

**Keywords:** Digital marketing communication, Fashion brands, Influencer marketing, Consumer behavior