IMPROVING FASHION INDUSTRY USING ARTIFICIAL INTELLIGENCE-ENABLED IN-VIDEO ADVERTISEMENTS

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Abstract

It is crucial for advertisers to comprehend the video context when directing video adverts at consumers, given the growing audience for online video content. Important elements like ad relevancy to video content, where and how video advertisements are displayed, and non-intrusive user experience are required to be looked at in sequence to enhance the consumer experience and quality of commercials. We suggest a methodology for better ad suggestion that meets these requirements by understanding the video content semantically. The study focuses on how machine learning technology has significantly influenced the usage of in-video advertisements as a part of the content advertising approach for fashion brands. Every company wants to get in front of consumers when they are most receptive to persuasion. However, because there are so many options for customers, digital media are generating distinctive customer journeys that take an independent tack. Therefore, there is a need for more compelling advertising strategies to grab consumers' attention and make it possible for them to find companies at peak demand periods.

Keywords: *Digital advertising, video advertising, artificial intelligence, fashion technology, advertising technology*

INTRODUCTION

The traditional marketing paradigm places emphasis on a straight-lined customer journey that starts with increasing product awareness, grows interest, prompts evaluation of the product, and concludes with a successful purchase. In order to expand reach and frequency as well as to better target and advertise to users, marketers have successfully employed mass media. In order to ensure that customers are affected by the message, one of the main objectives of marketing is to contact them at the time when their decisions are most influenced and when they are paying the most attention.[1] Every marketer in the modern day faces the challenging challenge of comprehending the customer journey, and this data is always expanding thanks to the numerous digital expressions and channels. However, the customer is now in charge since they want a fast response when they have a need or an interest. In order to see reviews, prices, and methods of payment, customers could go via the Internet.[2]

Therefore, as a result of these moments rich in purpose, the stages of the buyer's purchase journey include discovery, investigation, and intent. In order to invest in contextual platforms that facilitate brand discovery at moments of high want, advertisers must move beyond funnel-inspired push marketing. AI and ML, in such a dynamic environment, allow advertisers the chance to identify more efficient ways to reach consumers across the phases of the buying cycle. [3]As a result, marketers need a more complex strategy to assist them in negotiating the present environment, which is less funnel-like and may even be circular. The answer is content marketing, which is founded on the core idea of pulling or drawing the consumer. A marketing strategy known as content marketing involves creating and distributing relevant and well-liked material in order to attract, acquire, and retain a certain target audience and increase profitability. [4]

The goal of content marketing, according to a more recent study, is to change customers' interactive behavior through subtle, interesting brand interactions through earned media. The six components that make up this description are medium, strategy, formation, intrinsic, communication, and corollary.[5] Here, customer choice flows from the cultural foundation from which fashion has ingrained itself. Additionally, the majority of online fashion purchases nowadays are driven by the fact that a buyer first decides what they want to buy before doing a search for the item, which prevents many businesses from being identified at the outset.[6] AI can assist in identifying emerging trends faster than any fashion industry expert, leading to a better creative process.[7] Fashion businesses may target customers who are still deciding which item would best suit their requirements by employing AI-driven in-video advertising. The optimum moment to sway desire and implant the brand in consumers' subconscious minds is when the demand has already been stimulated. Based on the material that they enjoy seeing, the consumer may be specifically targeted via hyper-local and native advertising.[8]

RESEARCH OBJECTIVES

Although there haven't been many AI-driven B2C publications published over the past two decades, those who have supported the necessity for AI to be useful in easily and accurately collecting customer wants and preferences have done so. Artificial intelligence was employed to tailor the marketing campaigns, which improved the consumer's knowledge of the product. Utilizing various communication strategies, content marketing makes the target audiences' daily lives relevant and applicable to the material. The tool displays paid and non-paid results when a user conducts a digital search. A strategy was put out that balanced the two trade-offs and put more of an emphasis on user utility than merely income maximization. The researcher attempts to analyze the notion of in-video advertising as a viable content marketing strategy that focuses on the pull strategy with the consumer because there hasn't been much academic research in this field. The researcher also looks further into the impact of artificial intelligence and machine learning in in-video advertising on India's developing fashion industry.

The fashion sector is already impacted by AI technology, which enables businesses to analyze data, foster innovation, and streamline processes. To increase sales and consumer pleasure, AI algorithms are being used to assess client data and generate customized product suggestions. Fashion firms are now able to produce distinctive and cutting-edge designs thanks to AI in design. For instance, AI-driven generative design is utilized to produce designs that are impractical to produce manually while still guaranteeing time management. Machine learning techniques are used by generative design algorithms to examine historical data and produce new designs based on predetermined design criteria. Machines can comprehend pictures and movies because of computer vision, a cutting-edge technology. By providing visual search, specific style contributions, and virtual try-ons, computer vision is being utilized in the fashion industry to enhance the client experience. Fashion businesses may examine consumer data, generate individualized recommendations, and enhance the entire customer experience by utilizing computer vision algorithms.

Advertising With Video for Content Marketing

More than 3.7 billion videos are seen each month, a doubling in the past two years, and smartphones account for 65% of that viewing[9]. These videos are revolutionizing digital marketing because they make it simple to interact with viewers, strengthen brand loyalty, and allow businesses to present them with the most pertinent material. As the use of smartphones and broadband expands, more people are watching mobile videos, making them the dominant form of mobile media. [10] These films are a crucial component of any brand's content marketing plan. Additionally, movies are ready to change and personalize themselves to the User, making it possible to conduct more insightful analysis. To get the best results in contextual advertising, A logical advancement of search has been the use of contextual searching methodology marketing.[11] It has also been recommended to target ad insertion spots depending on how interesting the material is in order to make advertising in online videos less invasive. Interactivity in digital media has also been explored. Additionally, consumer engagement in Internet advertising for garments affected it, suggesting that fashion businesses should carefully choose the sort of digital advertising they use.[12]

As it utilizes a pull approach and anticipates the User to lean forward and interact with the material, in-video advertising is a crucial component of any brand's content marketing plan. In certain situations, this can result in a sale. In-video advertising may be thought of as a way to help a consumer find a brand's goods inside relevant material and in an unobtrusive setting.[13] At each step of the consumer purchasing cycle, from exploring possibilities to analyzing options to eventually at the moment of purchase, in-video advertising, which predominantly runs within interactive videos, can lead to product discovery. This strengthens a two-way conversation between the customer and the brand while also having the ability to change consumer behavior. When you switch from a passive viewing experience to a lean-in interactive viewing experience, it is really useful to deliver educational content and create an interactive and engaging marketing experience.[14] While marketers are spending more money online, advertisers are plagued by the problem of time-shifted watching and ad-skipping. The need for precise marketing return on investment monitoring is particularly pressing given the economy's slump. Organizations are attempting to use various ways to successfully transmit their message as a result.[15]

Through the creation of content, the use of chatbots and virtual assistants, and the improvement of customer feedback through the development of platforms that better comprehend consumer intent, artificial intelligence has been found to assist advertisers in scaling their operations. With regard to client segmentation as well as product search, suggestion, and classification, AI is, therefore, without a doubt having a big influence. The term "OTT media services" refers to online video streaming services that do not use a standard platform, such as television, cable, or different devices.[15] Top OTT providers of today (both local and international), including Amazon and Netflix, recommend material to viewers based on their profile information and other data. Various social networking platforms also use this technology to provide content that is appropriate to users. Machine learning has been used to get quick remarks on a range of items consumers are interested in, such as using the Lens feature of Google to provide the final mile connection between an item and the consumer likes and clicks from their phone to immediately purchasing it from a digital platform where it is available. Google has also been employing artificial intelligence (AI) technology that can provide more precise search results for both customers and advertisers.[16]

The User's viewpoint

A well-known OTT player that allows users to engage with the material on a medium for in-video searching and all up-to-date TV shows is now working with in-video advertising. The User is presented with a minimal popup while watching the required material on platforms, instructing them to press or tap on the attractive celebrity looks.[17] In that case, the User bookmarks or adds it to their wishlist that appears in the upper right of the display along with all of the other styles they have selected. There isn't even a single stop or break throughout the video. If a viewer likes a video and wants to learn more about the looks they have chosen, they may quickly click on the bookmarks to see all the possible associated products the celebrity is wearing. The customer may then either buy the product or use it in the way they choose. This offers the customer total control over fast fulfillment. Figure 1 shows an illustration of the Process.[18]
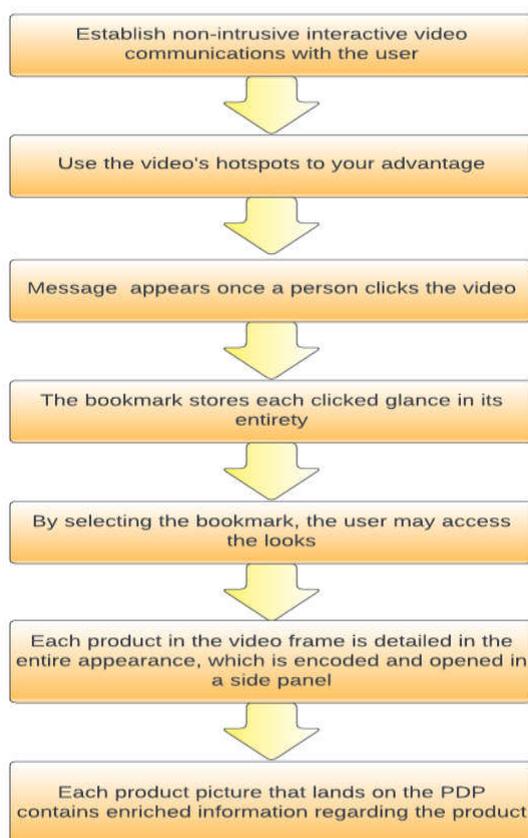

Fig.1 User perspective

The Advertisers Viewpoint

The customer will gladly click the material if they are considering viewing the video and are aware that the content is interactive. The User is currently alert and receptive to any messaging, making them an engaged client.[19] Right now, the system searches for the quickest match and displays the advertiser's goods with the necessary specifications & information. As shown in Figure 2 below, because the consumers have chosen to view the item details and are therefore interested, engaged, and attentive, there is a high likelihood that they will remember and recall the brand. All of this is done without sacrificing the user experience.[20]
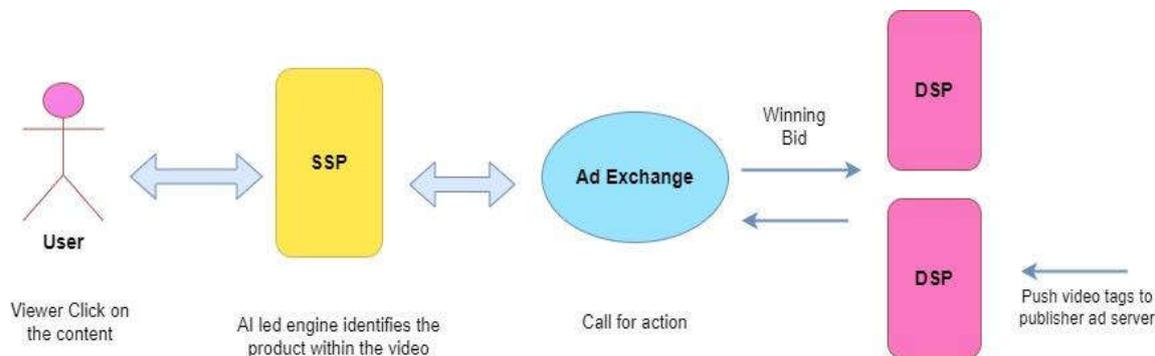
Fig.2 The advertiser's viewpoint

Challenges with In-Video Technology

In-video advertising aims to create this engagement for the User because users are not designed to watch videos.[21] Leaning back while watching a video is a common feeling. The two major obstacles to this new kind of digital marketing's rapid adoption are raising awareness of it and evangelizing it to users and advertisers alike. Motion tracking, object recognition, and facial recognition provide the foundation of in-video searching. The products that are displayed need to be quite comparable in order to expose the customer to identical products and make the advertising option engaging and effective[22]. The present rates of 3G and 4G streaming make it challenging to acquire outstanding video viewing quality, which prevents the ability to increase the video's interactive watching. Adopting in-video marketing on their platforms may be a different way for OTT and providers of video content to boost their revenue.[23] As a result, they should do so to make all of their videos attractive. In-video marketing is included in the budget for digital.[24] Digital media still only receives a modest portion of the total media expenditure. Therefore, a larger budgetary commitment is needed for in-video advertising in order to have a significant influence on brand discovery and recognition.[25]

CONCLUSION

The study looked at the idea of in-video advertising, a cutting-edge tool that fashion businesses may utilize as a component of their approach to content marketing. The number of people watching videos is rising, and videos are increasingly an essential component of content marketing strategies. AI and ML are driving the revolution by making videos attractive and more relevant, and as a result, these videos are getting more personalized. AI & ML track user surfing patterns to provide critical insights that aid in understanding consumer insights and are very helpful for advertising. It effectively contextually displays the company's product to the User, boosting the number of new users that are familiar with the brand. The benefits of early technology adoption improve customer engagement ratings as well since it positions the brand in a desirable and relevant setting. Consumers will embrace this technology at a far faster pace if clear and specific instructions are provided, along with the material that tempts the User to click and press it without interfering with the video viewing or user experience.

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