

Build Brand Loyalty via Media

—Taking Lululemon as an Example

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Abstract: Nowadays, social media plays a decisive role in the development of brands, as it betokens a disruptive change in the way people communicate with each other. Surrounded by global competition in the marketplace, how can brands utilize social media to innovate and gain consumer trust matters a lot. This paper explores several ways to help build brand loyalty based on promotion and replication of certain previous research. In particular, how to find product position in era of homogenization of information and improve its position. problems and propose improvement plans according to the receipt received. Through scientific tracing to the source in the successful case to find the feasibility of strategies. This paper finds that although the effects of social media seem to be objective, they can be subjective in consideration of brand experience, need for uniqueness, and even propaganda of core values for brands. In other words, the market does have the capacity to adjust its strategy to bring economic profits for the company in the long run.

Keywords: Brand- loyalty, Lululemon, marketing, social media.

1. Introduction

web-based entertainment alludes to online stages and apparatuses that permit clients to make, share, trade data and content with others. The job of online entertainment has developed over some time, however, at its center, it fills in for correspondence and association among people and gatherings. Virtual entertainment can associate individuals across geographic and social limits, permitting them to share thoughts, assessments, and encounters. It has likewise turned into an integral asset for organizations and brands to reach and draw in with clients and possible clients. one manner by which web-based entertainment has undermined the world is by having an impact on how brands approach promotion. Before, customary promoting strategies like TV ads, print advertisements, and boards were the essential method for arriving at purchasers. Notwithstanding, the ascent of virtual entertainment, brands have needed to adjust their showcasing systems to incorporate web-based entertainment stages. This has prompted a change in the manner brands approach showcasing, with a more prominent accentuation on making drawing in and shareable substance that can be disseminated through virtual entertainment channels.

2. Introduction to Lululemon

Lululemon is a Canadian athletic apparel company that specializes in yoga wear and other fitness clothing. The brand was founded in 1998 and has since grown to become one of the most recognizable names in the industry. In the process of brand development, how social media helps Lululemon turn the tides and burgeon constantly even under shallows of emergency recall of products in 2013, which greatly affected brand loyalty at that time, makes a difference [1].

Since 2008, Lululemon has been increasingly active in people's attention, resulting in high index returns tenfold up (Figure 1). In early September, Lululemon released its result for the second quarter of the fiscal year 2022: net revenue increased by 29% year-on-year to reach \$1.868 billion, and net profit attributable to the previous did increased by 39% year-on-year to reach \$290 million, equivalent to about 2 billion yuan. As of September 6, Lululemon had a market value of \$40.1 billion, second only to Nike in the field of sports brands.

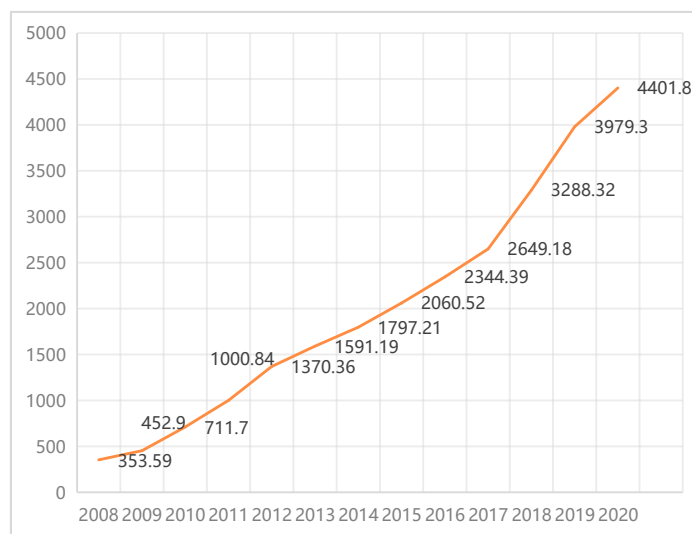


Figure 1: Lululemon global revenue from 2008-2020 [2]

Statistically speaking, this brand undoubtedly has achieved great success. Going back to the development of brand, the success of Lululemon can't be an accident in isolation from brand loyalty and particular advertisement strategies.

3. Establishment of brand

Web-based entertainment alludes to online stages and apparatuses that permit clients to make, share, and trade data and content with others [3]. The job of online entertainment has developed over some time, however, at its center, it fills in for correspondence and association among people and gatherings. Virtual entertainment can associate individuals across geographic and social limits, permitting them to share thoughts, assessments, and encounters. It has likewise turned into an integral asset for organizations and brands to reach and draw in with clients and possible clients. one manner by which web-based entertainment has undermined the world is by having an impact on how brands approach promoting. Before, customary promoting strategies like TV ads, print advertisements, and boards were the essential methods for arriving at purchasers. Notwithstanding, the ascent of virtual entertainment, brands have needed to adjust their showcasing systems to incorporate web-based entertainment stages. This has prompted a change in the manner brands approach showcasing, with a more prominent accentuation on making drawing in and shareable substance that can be disseminated through virtual entertainment channels.

4. Implementation and promotion

4.1. E-commerce platform

As brand develops, lululemon explores e-commerce online shopping.

In 2009, due to the impact of the international financial crisis, there was a backlog of inventory. After Lululemon began to utilize e-commerce channels, the sales of e-commerce channels continued to rise [4]. According to the financial report, the net revenue of direct channels increased by 45% in 2018 and increased by as much as 41% in 2019, reaching 1.13 billion, accounting for 28.1% of revenue. Increasing investment in e-commerce channels not only brings rapid revenue growth but also rapidly improves brand awareness [5].

Lululemon additionally takes DTC (direct to buyers) system to help extend markets [6].

The direct-to-buyer plan of action alludes to the brand straightforwardly dominating the utilization channel and giving shoppers a start-to-finish buying experience. The principal contrast between it and the conventional brand deals model is that the buyer way around the immediate offer of exorbitant deals, like through oneself constructed official site, disconnected stores, networks, and different channels to impart and exchange straightforwardly with purchasers. well-known point is "no go-between to acquire the distinction". Notwithstanding the upsides of direct contact with shoppers, the DTC model can likewise rapidly change items, showcasing, and utilization experience given the amassed gigantic buyer information, which assists brands with working on functional productivity and holding clients. Lululemon's DTC division has outperformed Lululemon's absolute income development in every one of the beyond three years. Beginning around 2015, Lululemon has added \$1.2 billion to add up to income, a typical yearly development pace of 17%, while the DTC fragment has added more than \$450 million to Lululemon's all-out income, a typical yearly development pace of 29% - representing almost 40% of the organization's gradual income development.

At the earliest reference point, Lululemon was a little store, Wilson's mentor recommended putting wheels under racks. With the goal that clients can shop at the daytime and take the yoga train in evening time. These days, Lululemon urges clients to take a stab at items in stores and welcome store aces who regularly are proficient yoga coaches to publicize.

4.2. Collaboration with social influencers to form a community

As per the measurements on the public authority site, Lululemon has a sum of 1533 ministers on the planet (information starting around 2019), and the brand diplomat framework is made out of three levels: (1) globally famous star competitors; (2) proficient yoga aces; (3) heads of sports development in each city [7, 8].

The complete activity framework depends on Lululemon's extraordinary authoritative design. Without an excellent teacher, normal deals can't be kept up with by any means. Teachers assume a part in examining stores every week and identifying up-and-comers of ministers relying upon brand-spirits wellness, amazing skill and personality states. Overall, Lululemon's envoy is like contracted mentors of different game brands. In any case, the connections between teachers' stores and diplomats are all the more firmly related.

4.3. Improvement of other products lines

Individual consideration items are not without points of reference, Adidas' 2-in-1 body wash ought to be utilized by many individuals [9]. Lululemon sent off private consideration items in the US and Canada in 2019, going from a \$14 lip emollient to a \$48 facial cream, as well as without aluminum antiperspirant splash and leave-in cleanser. The principal selling point is that it is utilized with everyday games, and the unrefined substances are liberated from aggravations, for example, additives,

which customers can purchase on the authority site and Sephora. The gross edge of care items is superior to that of active apparel, which might assist with facilitating help Lululemon's general gross edge.

Besides, CEO Calvin McDonald's most memorable significant drive in the wake of getting to work in 2017 was to create a menswear improvement procedure to extend the men's product offering and draw in additional male buyers. He sent off items including CitySweat, a games coat, and Robert Geller's take the second container assortment, a joint effort with the fashioner.

Individuals are purchasing this line of sports working closely together vests, more plan than Lululemon's other customary models. Breathability is likewise great to wear whether it is yoga class or preparing.

5. Reflection

The author mainly focuses on development of Lululemon brands and oversees the importance of economic situation especially in times of financial crisis and pandemics. In some cases, the importance of a situation weighs more than the right strategy to use realistically [9]. For example, in times of shortage and crisis, Lululemon should curtail investments in the store economy rather to pay more attention to online sales because the store economy is not potentially strong enough to attract more consumers. Meanwhile, encountering periods of pandemics, offline stores are supposed to close under the implementation of the law. Lululemon can even rely on published free yoga train to form new communities based on the internet as dominant parts of people had to stay in lockdown and wanted to have some fun during that time. The (don't let your body stop) advertisement catered to consumers' demand and encouraged them to keep a watchful eye on yoga as a kind of professional sport even without the importance of store economy.

In this case, certain benign online strategy can help cooperation tide the trial over. solely emphasizing store economy is limited to the brand's long-term developments, Lululemon adjusting strategy into new fashion trend connoted spirit of innovation. Personally thinking, all pioneers brands like Lululemon of quality can't cringe to alter the way of marketing which they have used before, but to wisely change it whenever the markets situation changes. In another essay about marketing, the author will try to focus on how the environment forms brilliant brands as they catch the eyes and opportunities of the era concentrating on clothes brands.

6. Conclusion

The author focuses on the brand's story of Lululemon especially how it grows and tackles problems. It can be teared up into several sections: (1) established period: Wilson, the founder of Lululemon, confirmed the rudimentary product lines including yoga pants and shirts. Riding the wave of people's mounting interest in yoga as a professional sports activity, Lululemon quickly attracted amounts of consumers in real store sales. (2) sprawl period: accumulated after several years, Lululemon had already become a well-known company in Canada. But for its ambitious executives, it was not enough. in 2007, they applied New Stock exchange for a series of property reviews and Lululemon successfully came on stage of many stock exchange institutions including NYSE and TSX. It was the threshold of Lululemon's global marketing transition. (3) diversity period: benefiting from DTC's e-commerce, Lululemon also paid attention to other product lines which brought visible profits to the company. In conclusion, Lululemon success is not an accident in isolation from branding and marketing strategy. With pluralism of academic practices assigned to students by teachers in daily life, several ways of learning come into discussion. Some prefer journal writing as a method of reviewing and reflecting, while others deplore it. Personally speaking, I agree with Claire's opinion which encourages journal writing for 2 reasons. Firstly, the journal helps to strengthen the emotional

connection between students and teachers. detecting during class can't let teachers know whether students understand the concept or not from solely facial language. In this case, they can carefully read feedback from students through journal writing which better ensures efficiency of communication. Secondly, journal writing is a good way to nurture self-introspection and the capability of essay writing. If we have to apply for a nice university, paper writing plays decisive role in showing off ourselves. Putting it into daily practice trains students to do well in writing.

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