

Methods of Digital Technologies and Online Platforms in The Promotion and Sale of Wedding Dresses

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Abstract- The article examines existing methods of digital technologies and online platforms as tools for promoting and selling wedding dresses. The relevance of the study is determined by the rapid, nearly exponential, increase in the influence of information and communication technologies and Internet platforms on consumer behavior patterns and the formation of business strategies in the bridal wear industry. The aim of the work is to conduct an in-depth analysis and systematization of contemporary approaches to the application of digital tools and Internet resources in order to enhance the effectiveness of marketing promotion strategies and processes and the commercial realization of wedding attire. The research is based on a methodology that includes analysis of recent scholarly publications and empirical market research data. Within the framework of the study, a detailed examination is carried out of the most significant digital means, among which are social media and influencer marketing, specialized e-commerce platforms, as well as innovative solutions in the field of augmented (AR) and virtual (VR) reality. This article is intended for a wide range of specialists: researchers in the fields of digital marketing and e-commerce, professionals in the wedding industry, as well as entrepreneurs seeking to optimize business models and increase competitiveness in the market of exclusive bridal wear. As a result of the systematic analysis, fundamental conclusions are formulated regarding the necessity of applying a comprehensive, multichannel approach when establishing a presence in the digital space, and it is also confirmed that deep

personalization of commercial offers and interactive engagement with the target audience—particularly prospective brides—are key factors for success under contemporary market conditions. [References maintained in square brackets].

Keywords: Wedding dresses; digital technologies; online platforms; e-commerce; social media; bridal fashion marketing; virtual try-on; augmented reality.

Introduction

The contemporary economic model is characterized by the comprehensive integration of digital technologies into every aspect of socio-economic activity, resulting in a radical transformation of existing business paradigms and consumer behavior models [1, 2]. The fashion industry, and specifically the bridalwear segment, is inevitably influenced by global trends, encountering profound changes in both customer engagement and commercial strategies [3]. Whereas the process of selecting and purchasing a wedding dress previously relied predominantly on visiting boutiques and trying on garments, there is now a clear shift toward online communications with brands and retailers, which in some cases completely displaces traditional channels [4].

The relevance of analyzing the methodological aspects and ways of implementing digital tools and online platforms in the promotion and sale of wedding dresses is determined by several interrelated factors. First, there is a consistent growth in the global wedding services market, which inevitably leads to an expansion of the bridalwear segment. According to the latest analytical forecasts, the volume of the global wedding services market is expected to increase significantly by 2032, creating favorable conditions for the transformation of related sectors [5, 16]. Concurrently, there is a steady rise in the share of online sales in the apparel and accessories sector, which presents new opportunities for participants in the wedding market and intensifies competition, imposing higher demands on the adaptation of commercial strategies [6]. This trend directly shapes the trajectories for developing marketing communications and distribution channels for wedding dresses.

Second, the transformation of consumer behavior—especially among Generation Y (Millennials) and Generation Z, who constitute the core audience of potential buyers of wedding goods and services—

emphasizes the necessity of actively implementing digital interaction channels. These cohorts have grown up in an environment of total digitalization, demonstrate high activity on social networks when gathering information and making purchase decisions, and place greater demands on service personalization and the convenience of online formats [7]. Empirical research results indicate that most brides use internet resources during the stages of event planning and wedding dress selection, confirming the advisability of focusing marketing efforts on online tools [8].

Third, the continuous advancement of digital technologies offers new opportunities to enhance the client experience in the wedding industry. The introduction of augmented reality (AR) and virtual reality (VR) solutions enables immersive remote dress-try-on scenarios, artificial intelligence (AI) provides personalized recommendations that increase the effectiveness of commercial offerings, and big data analytics facilitates in-depth examination of consumer preferences and optimization of marketing campaigns—inevitably impacting conversion rates and customer loyalty [9, 10].

Despite the obvious importance of digitalization for the development of the wedding business, there is a lack of comprehensive studies and systematized methodologies in the academic literature concerning the application of digital tools specifically in the promotion and sale of wedding dresses, taking into account current trends.

The objective of the study is a thorough analytical and systematizing treatment of contemporary methodological approaches to employing digital tools and online platforms in the context of marketing and distribution of wedding dresses, grounded in a critical analysis of current scholarly publications and empirical market research data.

The scientific novelty lies in a comprehensive, systematizing description of modern digital techniques and platform-oriented strategies for marketing and selling wedding dresses, with an emphasis on key trends, obstacles, and prospects.

The author's hypothesis is formulated as follows: the most effective strategy for marketing and distributing wedding dresses under current conditions is an integrated omnichannel model. Within this model, it is assumed that the following elements will operate

synergistically: an active and precisely targeted presence on social media, utilization of the advanced features of e-commerce platforms, implementation of interactive technologies (particularly AR/VR) to provide an immersive customer experience, and deep personalization of communications based on predictive data analytics. It is anticipated that such a combined strategy will enhance brand recognition, extend the reach of the target audience, and achieve a significant increase in sales conversion.

Materials And Methods

To achieve the stated goal, a methodology comprising systematic analysis and synthesis of current scholarly publications and industry reports was employed. The search for sources was carried out in leading scientometric databases such as Google Scholar, Scopus, and Web of Science, as well as on the websites of reputable research firms and industry publications. Digital technology methods and approaches and online platforms for promoting and selling wedding dresses have been grouped into three thematic blocks.

The first block includes macroeconomic and market overviews (Zion Market Research [5], Statista [6], The Knot [8], PwC [9], MarketUs [16]), in which the authors aim to assess overall market growth and identify e-commerce trends.

The second block is devoted to digital marketing strategies and consumer behavior. Huwaida L. A., Yunanto R. A., and Firmansyah D. [7] examine Gen Z in Indonesia, revealing a scientific gap in narrow fashion niches. Gomes M. A., Marques S., and Dias Á. [11] analyze the influence of perceived expertise and perceived attractiveness of influencers on consumer intentions in fashion. Ologunebi J. [12] describes Primark's (UK) retention strategies, identifying a scientific gap in the application of these methods to high-value categories. Bubphapant J. and Brandão A. [13] provide a systematic review of content marketing, emphasizing the lack of research in the wedding segment; the objective is to formulate a research agenda, the novelty is the classification of ROI models (AHIFF, Content Marketing ROI), the hypothesis is that storytelling enhances engagement more effectively than product-oriented content, and the methodology is a PRISMA review of articles (2010–2023). Kapitan S., Kennedy K. M., and Berthon P. [14] consider authenticity in influencer marketing. Asmare A. and Zewdie S. [15] systematically review omnichannel retailing, noting the

absence of bridal cases.

The third block covers technological innovations and sustainable development in fashion. Roszko-Wójtowicz E., Lewandowska-Gwarda K., and Komar R. [1] focus on innovations in e-commerce and sustainable consumption in the EU, noting a research gap specific to the bridal segment. Their aim is to identify the impact of AR/VR and mobile applications on environmentally conscious choices. UI Amin N. and Khan M.A. [2] develop a DC–Innovation–Performance model, highlighting a lack of application to bridal. Their objective is to demonstrate the role of dynamic capabilities in digital transformation. Mohiuddin Babu M., Hoque M. E., and Mollah M. B. [3] investigate AI in agile fashion, pointing out the absence of details on bridal use cases. Dovalienė A. and Salciute L. [4] examine circular fashion and readiness for online rental, revealing a gap in the bridal context; their goal is to determine the determinants of willingness to rent (perceived value, environmental concern, social norms). Shin E., Kim S., and Koh A.R. [10] analyse satisfaction through clothing utilisation via AI-driven curation, without addressing bridal issues; their purpose is to assess the influence of AI recommendations on garment use and environmental impact.

Thus, despite numerous studies in related fields, the market for digital technologies and online platforms for promoting and selling wedding dresses remains underexplored. The literature shows the following principal contradictions and insufficiently covered issues. First, macro-level works [1, 6] offer generalized forecasts for the fashion market but do not consider the specific features of the bridal dress market. Niche studies [7, 14] focus on the behaviour of individual consumer segments without linking their findings to macro trends and AR/VR technologies [9], preventing a holistic understanding for bridal brands. Second, although AR/VR [9] and AI [3, 10] are mentioned, there are no concrete cases of virtual fitting rooms or AI recommendations tailored to wedding gowns, where precise fitting and an emotional component are crucial. Furthermore, post-sales services and customization—critical for bridal—are poorly covered: online fitting calculators, 3D body scanning, and digital management of alterations.

Results And Discussion

Contemporary bridal consumers demonstrate pronounced online activity at all stages of selecting and

purchasing a gown [8]. This dictates the need for brands and retailers to develop not merely separate sales channels but a holistic omnichannel interaction strategy: integrating offline and online touchpoints and ensuring a unified consumer experience. Social media play a central role in this process: the Instagram, Pinterest, and, more recently, TikTok platforms have transformed from mere sources of inspiration into a full-

fledged first point of contact with brands, providing high audience engagement and generating qualified traffic to corporate resources [11].

For a clear demonstration of the identified trends, Figure 1 shows the growth of the global e-commerce market in the fashion segment.

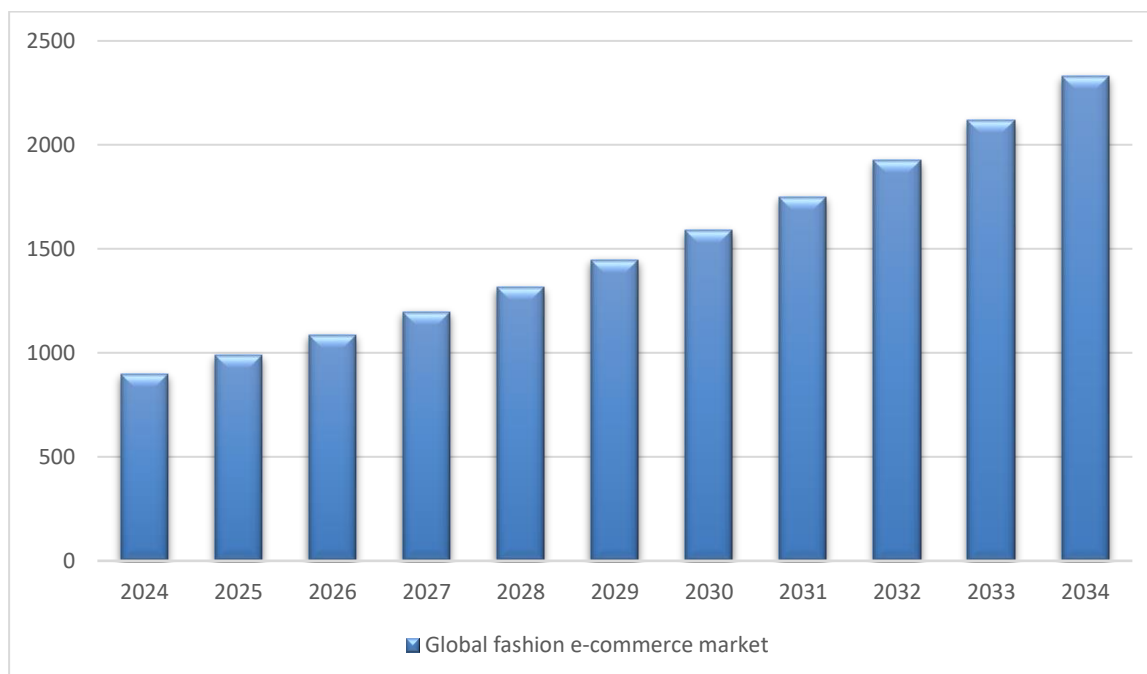


Fig.1. Global fashion e-commerce market (billion US dollars) (compiled by the author based on the analysis of [16]).

The effectiveness of social media marketing (SMM) in the bridal fashion sector is attributable to the capabilities for targeted promotion of visual content, the organization of interactive campaigns, and the building of a community of loyal followers, all of which collectively contribute to increased conversion rates and reinforced competitive advantages.

For successful online commerce of wedding dresses, possessing a proprietary website with a fully functional e-commerce store or maintaining a well-designed presence on leading marketplaces is essential. The key components of effective virtual storefronts are:

- Premium visual content (high-resolution photographs, 360° views, video materials) that enables the most accurate perception of product quality;
- Detailed textual descriptions encompassing not only style and material specifications but also

recommendations on styling and accessory combinations;

- Accurate size charts and interactive tools for self-measurement, which constitute an extremely important factor in reducing return rates and increasing customer satisfaction [4];
- Provision of instant online consultation (chatbots, video consultations with stylists), as well as a transparent delivery and return policy, which builds trust and lowers barriers to purchase;
- Collection and publication of genuine customer reviews, serving as social proof of service quality and enhancing the trust of potential buyers [7]. Figure 2 illustrates the integrated model of a digital strategy for bridal e-commerce.

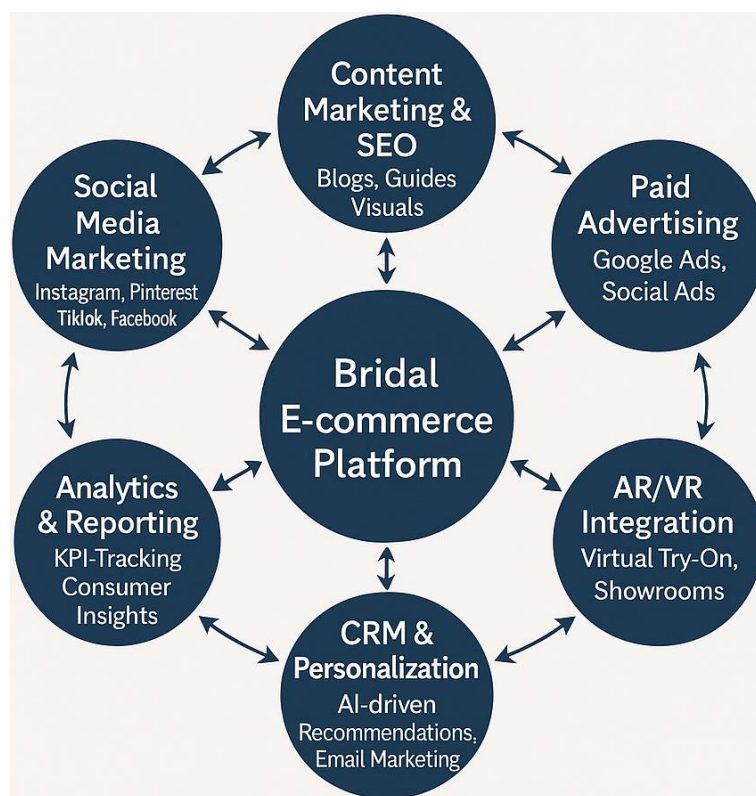


Fig.2. Integrated Digital Strategy Model for Bridal E-commerce (compiled by the author based on the analysis of [4, 7,10, 11]).

One significant barrier to transferring the wedding-dress purchase process into a digital environment is the inability to perform a traditional in-person fitting, necessitating alternative ways to simulate the try-on experience through virtual solutions. Virtual and augmented reality are intended to bridge this gap by providing the user with a sense of “trying on” without visiting a showroom. AR applications enable the selected dress design to be “worn” on a photograph or, via a smartphone camera, in real time [9, 10]. Despite existing challenges—such as development costs, the need to ensure compatibility across various devices, and end-user training—the implementation of these technologies shows considerable potential: virtual try-ons increase conversion rates and reduce return rates [12]. Additionally, VR solutions based on headsets can simulate visits to bridal salons or presentations of new collections, strengthening the emotional connection between client and brand.

Machine learning algorithms process data on past views, social-media interactions, and the results of surveys and quizzes, using a personalized recommendation algorithm that increases the likelihood of selection and purchase [10]. Furthermore, AI chatbots operate around the clock, utilizing a natural-language-processing algorithm to respond instantly to common inquiries, redirect clients to appropriate specialists, and maintain

communication at all stages of the transaction, thereby improving service efficiency and customer satisfaction.

Creating high-quality, expert content that addresses the key questions of the target audience represents a long-term investment in organic-traffic growth and the establishment of a credible brand image. Such content may include analytical publications on current bridal-fashion trends, detailed guides to choosing silhouettes and fabrics, instructional video tutorials, and style recommendations. Optimizing this content for relevant bridal search queries helps improve rankings in search-engine results and attract targeted visitors to the website [13]. Regular updates and the ongoing modernization of materials reinforce SEO metrics and assist in retaining an audience interested in professional, useful content.

Collaboration with well-known wedding bloggers, stylists, and opinion leaders plays a crucial role in building trust in the brand and expanding its awareness. Authentic reviews, demonstrations of “real-life experience,” and native recommendations made on social media significantly influence purchasing decisions, as the audience places great importance on the opinions of those who have already used the service or purchased the product [11, 14]. Long-term partnerships with influencers allow for the creation of exclusive content

and the organization of joint promotions and contests, which not only increase reach but also help strengthen the emotional bond between the brand and its potential clientele.

Table 1 presents a comparison of effective social-media platforms for promoting wedding dresses.

Table 1. Comparison of the effectiveness of social media platforms for promoting wedding dresses (compiled by the author based on the analysis [7, 8, 9, 11,14]).

Platform	Primary Audience	Content Type	Key Benefits for Wedding Brands	Limitations/Challenges
Instagram	Millennials and Generation Z (25–44)	High-quality photos, Stories, Reels, IGTV	Visual appeal; extensive reach; precise targeting; shopping tags	High competition; constant posting required
Pinterest	Primarily women (25–54)	Images (ideas, inspiration), infographics	Source of inspiration for brides; long-term visibility of pins; website traffic	Lower interactivity; focus on planning rather than direct purchase
TikTok	Generation Z and young millennials	Short videos, challenges, trends	High virality; creative format; reach among a young audience	Rapidly changing trends; specific content format
Facebook	Broad audience (25–55+)	Diverse formats (text, photos, videos, groups)	Wide reach; interest-based groups (e.g., brides); retargeting; advertising	Declining organic reach; ageing audience

Analysis of the obtained information demonstrates that digital technologies and online platforms have evolved from supplementary tools into fundamental components of marketing strategies and wedding dress sales. Nevertheless, achieving high effectiveness in their use requires not a mere formal presence in the digital space, but a thorough investigation of product features, motivations and psychographic characteristics of potential consumers, as well as detailed knowledge of the capabilities and limitations of each individual channel.

Although the use of online channels offers clear advantages, including expanded geographic reach, the potential for deep personalization of offerings, and prospects for reducing certain operational costs, challenges remain. The foremost among these is overcoming the so-called “sensory gap” — the inability to physically assess the material’s texture, the quality of tailoring, and the garment’s fit. Although augmented reality (AR) and virtual reality (VR) technologies partially mitigate this drawback, their mass adoption and the accuracy of virtual fittings have not yet reached a level that could completely eliminate the need for in-person

fittings for all segments of brides.

The combination of online and offline channels of communication with clients (omnichannel) is considered the most promising and sustainable approach. In this context, digital solutions, and in particular customer relationship management (CRM) systems, perform a key function in monitoring the entire customer journey, encompassing various touchpoints and ensuring a holistic, coherent interaction experience with the brand, provided that appropriate methods and approaches for data integration and user segmentation are implemented.

CONCLUSION

The study demonstrates the pivotal and rapidly increasing importance of digital technologies and Internet platforms in the promotion and sale of bridal gowns. As a result of analyzing academic publications and empirical market data, a systematic classification of the principal methodological approaches employed in this sector was developed. The identified strategies include:

- targeted use of social media for visual marketing and enhancement of target-audience engagement;
- creation of multifunctional e-commerce platforms emphasizing high-quality content and exceptional customer service;
- gradual yet sustained adoption of immersive technologies (AR/VR) to virtualize the bridal gown fitting process;
- application of artificial intelligence algorithms to achieve deep personalization of recommendations and optimization of the user experience;
- active deployment of content marketing, SEO optimization, and influencer-marketing tools.

The success of brands in the contemporary bridal-gown market is closely tied to their ability to integrate digital technologies effectively across all operational domains. Promising avenues for further research may include in-depth investigation of cross-cultural factors influencing the effectiveness of digital strategies in different regional contexts; quantitative evaluation of return on investment (ROI) from deploying capital-intensive technologies (AR/VR); and analysis of the ethical and legal implications of using artificial intelligence and big data within the bridal industry.

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