

THE APPLICATION OF "SUPER SYMBOL" IN MEN'S WEAR BRANDS IN THE DIGITAL ERA

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ABSTRACT

In the digital era, the application of Super Symbols in men's wear brands has become increasingly significant. These Super Symbols are the core elements of brand identity, capable of conveying the brand's unique value and personality through online media and social platforms, attracting target audiences, and establishing brand awareness and loyalty. Men's wear brands, through the thoughtful design and utilization of Super Symbols, have successfully shaped distinctive brand identities in the digital landscape. The brand logo, as a vital component of the Super Symbol, communicates the brand's core values and emotions through social media imagery and storytelling, website and app design, email marketing, and e-commerce platforms, reaching a wide audience across multiple channels. Incorporating Super Symbols in brand promotional activities further enhances audience engagement and brand impact. In conclusion, men's wear brands in the digital era have effectively leveraged Super Symbols to establish profound emotional connections with consumers, resulting in successful brand development. Looking ahead, the continued application of Super Symbols will play a pivotal role in shaping and promoting brand identities, fostering meaningful communication and interaction between brands and consumers in the digital landscape.

Keywords: *Digitization, Super Symbols, Menswear Brand, Brand Identity, Online Media.*

INTRODUCTION

The success of menswear companies depends not only on the quality of their products but also on their capacity to engage customers in a broad and expanding market. In the digital era, the virtual marketplace is full with choices and obstacles. The super symbol is a potent instrument that has revolutionized how menswear firms connect, communicate, and develop their brand identities in this age of change. The idea of super symbols signifies a significant change in how brand identification is understood and used in the digital era. These images represent a variety of emotional and visual components that go beyond a simple logo; they capture a brand's soul and convey its own values, personality, and objectives. Liu and Liu (2021) underline that super symbols are the precursors of brand identification, grabbing target audiences' attention, encouraging brand loyalty, and increasing brand recognition that resonates in the digital sphere. The multifaceted super symbol industry and its revolutionary influence on clothing companies will be examined in the thesis. This investigation is important because it has the ability to illuminate the art and science of developing a distinctive brand identity at a time when having a strong online presence is

essential to success. We explore the use of these super symbols by menswear businesses to create distinctive identities in a congested digital space.

A thorough analysis of the literature and an explanation of the idea of super symbols are included in the paper's framework, which aims to emphasize the value of brand identification in the digital age. In-depth analysis is given to the research technique used in this study, with qualitative approaches helping to clarify the purposeful application of super symbols. The research's conclusions, which were reached after speaking with marketing and branding experts, offer insightful information on how super symbols are really used by menswear firms. These perceptions, which are shown by real-world examples and case studies, clarify the part played by brand logos, iconography, narrative, and digital marketing in developing a strong brand identity. Super symbols play a critical role in forging strong emotional ties between men's fashion businesses and customers in the digital era. In addition to redefining the structure of brand-consumer interactions, super symbols also change the image of a brand (Robertson et al., 2022). The importance of these super symbols rests in their capacity to convey a brand's distinctive value and personality across numerous online platforms, draw in and hold on to target audiences, and promote brand loyalty (Wang, 2023). In this essay, the function and significance of super symbols in menswear companies are examined, along with the ways in which these design components may influence audience engagement, create a stronger brand image, and promote brand growth.

LITERATURE REVIEW

The Importance of Brand Identity in the Digital Age

The significance of brand identification is clearer than ever in the quick-changing, ever-evolving digital world. The way businesses portray themselves and develop their brand identities is crucial to their success as they increasingly rely on online channels to communicate with their audiences. The complex significance of brand identity in the digital age is examined in this literature study, which also sheds light on how it affects customer behavior, market competition, and overall business expansion.

The importance of brand identity in forging enduring relationships with customers and preserving brand relevance in the digital era is highlighted by Coelho et al. (2018). Consumers today have a huge variety of options, and brand identity has emerged as a significant differentiator. With the help of a strong brand identity, businesses may find their audience online and establish enduring relationships with them (Smilansky, 2017).

The distinctive components that set a brand apart in the eyes of the customer are contained in its brand identity; these components include its name, logo, color scheme, slogan, core beliefs, and the connections that it arouses in the consumer's emotions (Foroudi, 2019). In the digital era, these components include online status, social media, and user experience in addition to their physical representations.

In the digital era, a strong brand identity has a significant impact on customer behavior. Consumers are more likely to connect with and buy items from businesses that have a distinct and appealing identity, according to Alvarado-Karste and Guzmán (2020). A strong and consistent brand identity, as shown with Apple in the US, promotes trust, stimulates brand loyalty, and may even lead to a premium pricing (Figure 1). Maintaining consistency and relevancy is crucial since the digital world provides a range of touchpoints where businesses may convey their identity.



Brand Super Symbol



Super Symbol Application

Figure 1. Consistent brand image of Apple USA

Brand identification aids in establishing loyalty and trust in a digital economy that is full of options. Long-lasting client connections are more likely to be established for brands that reliably uphold their commitments and uphold a strong, authentic identity. Businesses must integrate their digital presence with their identity in order to establish and uphold trust with customers. Social media platforms and online reviews have a significant impact on how consumers perceive businesses. The development of a strong brand identity has emerged as a crucial differentiator and a potent instrument for promoting brand loyalty (Ebrahim, 2020).

In the digital age, there is intense competition, making it crucial to differentiate out. Businesses may get a competitive edge by developing a distinctive and clear brand identity. It gives them the chance to stand out, make an impression, and precisely target their intended audience. Companies may position themselves as market leaders through strategic branding and change with the times (Kim & Lim, 2019). Unique opportunities and difficulties for brand identification are presented by the digital era. Due to the expansion of online platforms, companies must alter their identities while keeping consistency across all media (Jones & Runyan, 2013). Brands must become more dynamic and responsive in order to keep up with the growth of user-generated content and social media interaction, which demands them to add layers to their identity management.

The success of a firm in the digital era is ultimately influenced by a strong brand identity. It boosts brand awareness, encourages client growth, and aids in market expansion. Furthermore, a solid brand draws alliances and funding, which expands the window of opportunity for expansion. Brand identity is now a strategic need in the digital age rather than just a marketing idea. Consumer views are shaped, loyalty and trust are encouraged, competition is boosted, and eventually corporate success is driven by these factors. Brands must constantly improve and adjust their identities to be relevant and effective in the digital world as technology develops and customer behavior changes. The importance of brand identity in today's age of digital transformation cannot be overstated; it is the foundation of any successful company.

Understanding Super Symbols

Numerous academic disciplines, including linguistics, semiotics, psychology, and cognitive science, have given considerable attention to the idea of super symbols. Super symbols are intricate symbols that frequently go beyond the scope of their constituent parts and have a vast hierarchy of meanings. The goal of this analysis is to offer a thorough knowledge of the idea of the super symbol by examining its historical context, philosophical foundations, and real-world applications in several domains. Due to the shortcomings of conventional symbol theory, the phrase super symbol has come into use. It was made evident that some symbols might have meanings that could not be inferred from their individual components when combined or put in a context. This realization prompted a more thorough investigation of the ways in which symbols might encode and represent intricate meanings in various situations.

Super symbols in semiotics provide a challenge to the structuralist view of signification as a straightforward matching of can-mean and referent. Researchers like Charles Peirce and Ferdinand de

Saussure have helped to explain the importance of context and how signs may become super symbols (Eco, 1979).

The processing and encoding of super symbols by the human brain have been studied by cognitive scientists, who have focused on the importance of context, memory, and neural networks for comprehension (Stillings et al., 1995). One of the core ideas of this notion is understanding how people interpret super symbols. According to studies in cognitive psychology, super symbols frequently rely on mental models and heuristics to efficiently communicate complex meanings. Cultural background, personal experience, and the social setting in which the super symbol is met are just a few examples of the aspects that affect how this processing is carried out.

Super symbols are frequently related to metaphors, idiomatic phrases, and other language phenomena in linguistics that have meanings different than those that can be inferred from the literal interpretation of individual words (Widdowson, 1996). Superlatives are mostly discovered in the language. Idioms, metaphors, and euphemisms are a few languages super-signs that enhance communication by delivering nuanced meanings. It is possible to learn how people convey abstract ideas and emotions by looking at the roles of these linguistic super symbols. According to Aaker (1997), the idea of super symbols is becoming more popular and includes a variety of emotional and visual components that are essential to brand identification.

Super symbols are used often in visual arts and design in addition to in language. The meaning, cultural connotations, and emotional resonance of logos, emblems, and iconic pictures are frequently complex and multilayered. Effective visual communication and branding need an understanding of how design components interact to produce super symbols. A multitude of professions benefit from knowing and comprehending super symbols. Super symbols can be used, for instance, to establish a memorable brand image in marketing and advertising. Having a working knowledge of super symbols can aid in bridging linguistic and cultural divides in cross-cultural communication (Travere, 2023).

In essence, super symbols are a collection of emotive and visually appealing components, such as brand logos, pictures, and narratives, that together capture a company's identity (Aaker, 1991). These symbols have the ability to effectively convey a brand's underlying beliefs and feelings.

Super Symbols are Utilized by Menswear Manufacturers.

The concept of the super symbol has emerged as a potent tool for generating memorable, distinctive, and emotionally evocative corporate identities in the world of fashion and menswear. A menswear super symbol may be a logo, an emblem, a particular design motif, or even a color palette that goes beyond its constituent parts to express a deep story and emotional connection to the customer.

Complex super symbols have replaced more basic logos and brand names as the primary components of brands (Sepe & Anzivino, 2020). This progression demonstrates the transition from clothing that was only functional to fashion as a means of identification and self-expression. Super symbols are represented in both the garment product as well as the brand's aesthetics. They stand for a way of life, beliefs, and goals.

One of the most recognizable major symbols in menswear is the logo. They serve as the brand's spokesperson and are frequently consumers' initial point of contact. According to Swain (2021) a well-designed logo may capture the spirit of a business and create an enduring impression. This section looks at the strategic use of logos by menswear businesses as super symbols to convey their distinct identities. In addition to using logos as their primary emblems, many menswear businesses also use particular iconography or themes. These symbols may be patterns, logos, or repeated visual cues that come to represent the brand. Deciphering the underlying meaning these logos and themes represent for customers requires an understanding of the psychology behind them. When it comes to branding, color is crucial for menswear. According to Tham et al. (2020) various colors have distinct connections and feelings. Menswear businesses frequently use recognizable hues or color schemes that stand for their personality and core beliefs. The psychological effects of color selections in menswear branding are explored in this section.

Menswear super symbols frequently serve as plot devices. They tell a story about the brand's history, philosophy, or the way of life it supports. Dias and Cavalheiro (2022) showed how significant

emotional connections may be made with customers using super symbols storytelling, which in turn promotes brand loyalty.

Super symbols are used in men's fashion branding in ways that go beyond just being visually appealing; they also have a big impact on customer loyalty and engagement. Super symbols help businesses in competitive markets attract and retain a devoted following of customers, boost brand recognition, and influence consumer preference. (Rajagopal & Rajagopal, 2019). The crowded menswear market need differentiation to survive. Super Symbols may provide brands a competitive edge by enhancing their marketing efforts. They stand out from the competition and draw customers who are looking for both clothes and a connection to the brand's principles and identity.

Menswear businesses are carefully utilizing super symbols across a variety of digital media now that they are aware of their significance (Cuesta-Valiño et al., 2022). They are able to establish a distinctive presence using this strategy online. Beyond just aesthetic considerations, the adoption of super symbols in menswear companies is a complex and dynamic process. These symbols are potent communicators of identity, values, and stories that connect with customers. Understanding and strategically employing super symbols are essential for developing enduring and significant brand identities as menswear businesses continue to change in response to shifting customer tastes and market conditions. New insights into the psychology of menswear brands and their influence on consumer behavior and loyalty are anticipated to emerge from further study in this field.

RESEARCH METHODOLOGY

The focus of this study was to better understand how menswear firms employ super symbols to create their digital brand image. It did so use a qualitative research approach. Professionals in marketing and brand design from several menswear businesses were interviewed in-depth. To find important trends and insights, the qualitative data was analyzed thematically.

Research Design

This study's exploratory and descriptive research design aims to better understand how menswear manufacturers are using super symbols in the digital era. Because they enable a detailed investigation of the phenomena in its natural setting, qualitative research methods are ideally suited for this purpose (Williams & Moser, 2019). In-depth interviews with experts working in the marketing and branding divisions of a few different menswear businesses were conducted as part of the study using qualitative approaches. The sample of plates shown in Figure 2.

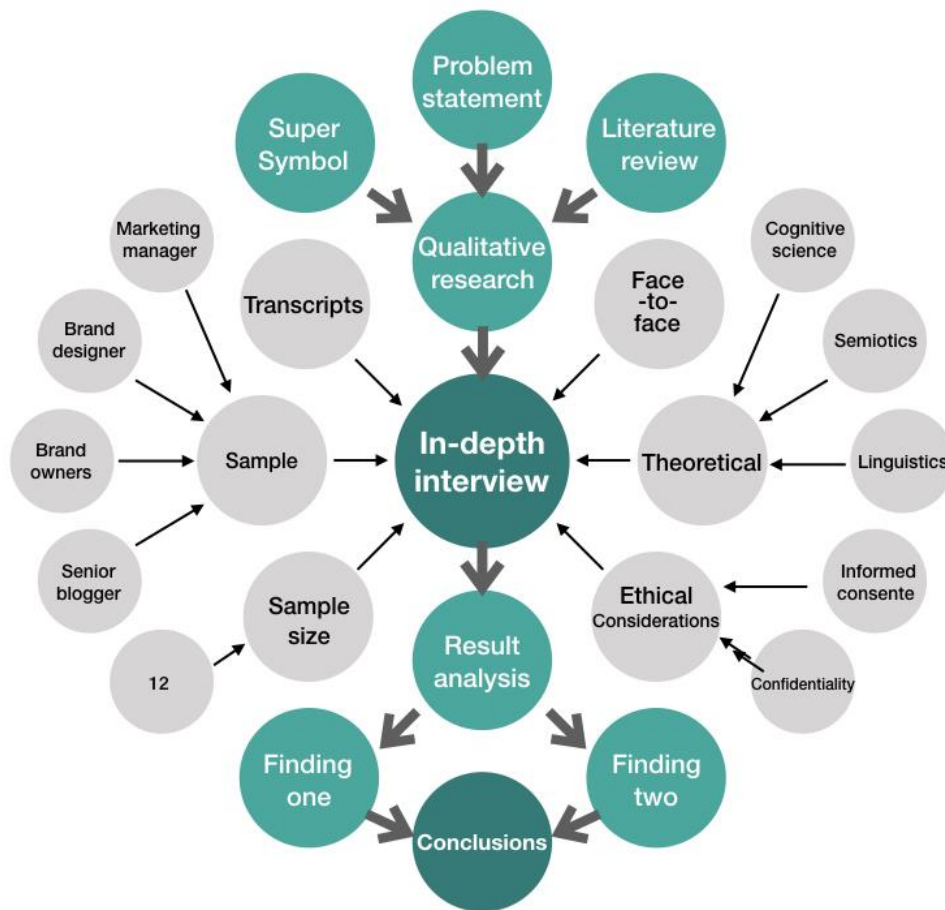


Figure 2. Methodological framework of the research design

Data collection and analysis

Participants with knowledge and experience in using super symbols for brand recognition in digital domains were chosen using a purposive sample technique (Gentles et al., 2015). Professionals from a number of menswear brands were included in the sample to represent a diversity of viewpoints and practices. Interviews that were semi-structured were used to gather data. These in-person or video interviews encouraged participants to discuss their thoughts, experiences, and ideas on super symbols and digital brand identity by allowing for open-ended inquiries. The interview procedure is made to cover a variety of subjects, such as the meaning and significance of super symbols, methods for incorporating them into digital marketing, difficulties encountered, and successful case studies. Following-up inquiries might be made depending on participant replies because to the protocol's flexibility. To guarantee reliable data collection, all interviews were audio recorded with the participants' permission. Additionally, thorough field notes are made throughout the interviews to document non-verbal signs and contextual information. The technique of data analysis used a theme analysis approach (Terry & Hayfield, 2021). The entire investigation was conducted under strict ethical guidelines. The study's objective, the participants' voluntary involvement, and the confidentiality of their answers were all explained to the participants. Before starting the interview's, informed consent was sought. To safeguard the privacy of the participants, pseudonyms were used for reporting the results. Regarding the handling and preservation of data, the study also followed ethical standards.

The qualitative research methodology used in the study is described in this chapter, along with the research design, data collecting strategies, data analysis methodologies, and ethical issues. The qualitative technique contributes to shedding light on the intricate practices and tactics used by menswear businesses to construct their digital brand image. These qualitative approaches' findings will offer insightful information about this developing phenomenon.

FINDINGS

The strategic importance of super symbols in digital branding

Brand logos serve a strategic purpose as super symbols that are crucial to conveying core values in the digital domain. An informed participant in this study who is an authority on branding, informant A, highlights the relevance that

“Brand logos, in my opinion, are crucial in the digital era. For the entire brand, they serve as a sort of digital shorthand. When you see a recognizable logo, feelings and connotations with the identity and values of the company are quickly evoked. Consider the Nike Swoosh as an example (Figure 3). It's only a basic tick mark, yet it represents sportsmanship, success, and empowerment. It quickly conjures up the ‘Just Do It’ motto of Nike when you see it on your computer or on social media.”



Figure 3. The “NIKE” logo and the slogan “JUST DO IT.”

As you can see from the description above, brand logos have evolved into potent super symbols in the digital era that convey fundamental values, feelings, and brand identity. They are no more just visual signifiers of a company. Historically, brands have been identified visually via the usage of brand logos. However, brands play a more significant role in communicating with customers in the digital space (Michel et al., 2022), where customers increasingly look for brands that are in line with their beliefs and goals. Since first impressions are frequently formed online, the transformation of logos into super symbols that represent the essential values and identity of the business is a deliberate reaction to the digital environment. Well-designed logos express these values and serve as a link between the company and its audience. As a result, brand logos have a strategic purpose.

The primary function of the brand logo in the super symbol is to be used strategically by men's fashion businesses to convey their brand emotions and accurately capture the essence of their brand image. One of the leading trend dressing bloggers who participated in the study's interviews, informant B, emphasizes the significance that

“Brand logos have the unique ability to touch our emotions. Think of STUSSY’s logo – graffiti handwriting (Figure 4) . It creates a feeling of trendiness, relaxation and indulgence. Seeing it on your mobile app or scrolling through online sales platforms can evoke a feeling of trendiness and alternativeness (Figure 5).”



Figure 4. The "STUSSY" logo

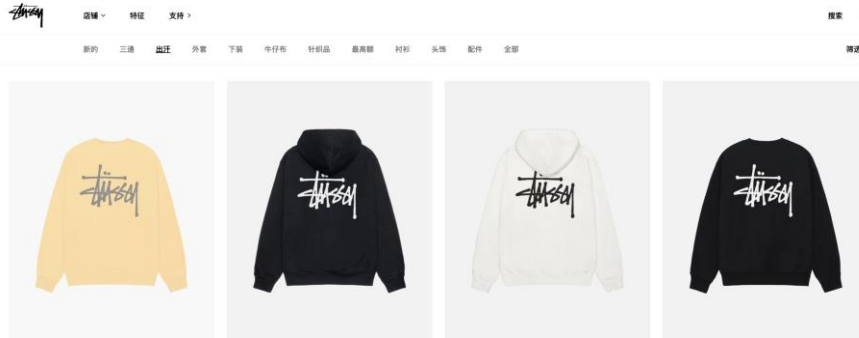


Figure 5. STUSSY online shopping website page

Valuable company logos have the power to stir up powerful feelings, as you can see from the description above. Consider the Apple logo, which already stands for creativity, superior design, and a distinctive user experience. As a result, these connections play a crucial role in how customers interact and perceive the brand.

The narrative and storytelling techniques employed by menswear businesses are also covered by super symbols, which go beyond aesthetic components. The capacity of a company to emotionally connect with its audience on a deeper level may be improved by using a range of digital storytelling techniques. An expert in menswear brand marketing who was questioned for this study, informant C, argues that

“Our logo is made to convey loyalty, creativity, and a sense of community. Customers should feel like they belong to a group that upholds these principles. It's obvious from the remarks and letters we've gotten that people connect the symbols with these emotions. They believe our brand is trustworthy and that we are leaders in our field. Naturally, content is also crucial. We make sure that our messaging, which highlight how our products innovate and address real-world issues, are always consistent with the principles represented by the symbols. With our symbols, we also support user-generated content and foster a sense of community among our clients. The legends that surround the symbols are as important as the symbols themselves.”

This transformation from symbol to narrative tool reflects, as the above description makes clear, a paradigm change for menswear firms, where the story becomes just as significant as the actual clothing. Roggeveen et al. (2021) Additionally, it demonstrates how well-resonant immersive experiences can immerse customers in a world where clothing serves as a platform for identification and self-expression rather than just a piece of fabric. These highly symbolic story contents engage customers and promote a sense of brand belonging at every touchpoint in the digital era.

Super symbol facilitates multi-channel brand integration and consumer engagement

The use of super symbols by menswear firms is constant across a range of digital channels, including as social media, websites, email marketing, and e-commerce platforms. A garment firm marketer that was questioned for this study, informant D, has the following opinions

“I work in the marketing division of a retail garment firm, and it has become clearly evident that maintaining brand image consistency is crucial to how customers perceive our brand. It helps to strengthen the perception of our brand in the eyes of our customers when we keep consistency throughout all of our marketing materials (from our website and social media to our in-store displays and even our customer service tone of voice). According to my findings, clients develop faith in our brand when they notice consistency. They are aware that they can depend on us to provide a particular experience or quality. Customers are more likely to remember and recognize anything that is consistent, which increases the recall value of our brand.”

As mentioned above, menswear firms frequently use super symbols across a range of digital media to build a unified and powerful online presence using their unique visual features. Gretzel and Collier de Mendonça (2019) make a similar case that symbols serve as a cohesive thread that ties a brand's aesthetics and message together across social media, websites, email marketing campaigns, and e-commerce platforms. Therefore, menswear manufacturers use these symbols to not only draw in their target market but also build brand recognition in the cutthroat digital era marketplace.

Successful menswear firms employ super symbols consistently throughout many digital channels, including social media, websites, email marketing, and e-commerce. A coherent and distinctive brand image is fostered by this constancy. A garment design director who was questioned for this study said that informant E emphasized the significance that

“Brand logos, in my opinion, are essential to developing a strategic brand identity. Similar to brand identity, they exist in the digital sphere. For a brand to be recognized and trusted online, its logo must be used consistently across all of its channels and platforms. It serves as a tactical tool for upholding a consistent brand image. A good example is Apple. Their logo is modern, simple, and simple to recognize. The same recognizable apple with a bite out of it can be seen whether you visit their website, engage with them on social media, or utilize one of their products. It is strategic in that it is constant.”

It is obvious from the preceding statement that the strategic use of super symbols is essential for menswear firms. Tran et al. (2015) contend that successful businesses are best distinguished from others not merely by the existence of these symbols but also by the unchanging consistency of their use across various digital media. Consequently, a crucial element that appeals to customers is brand identity consistency.

The use of super symbols to increase customer involvement in brand campaigns is positively connected with consumer engagement. Consumers will connect with compelling content and images that feature these symbols, enhancing brand impact. A clothing firm marketer who was questioned during this study by informant F stated that

“I'm in marketing, and our group is in charge of publicizing the introduction of new products. In our campaign materials, we made the decision to use distinctive logos and color schemes. These images were created to express our brand's ideals and spirit in addition to serving as product representations. There are, in my opinion, numerous forces at work here. First off, the symbols are straightforward but visually appealing. Both their appearance and their ability to be recognized quickly are intended. Because of this, they stand out in people's synopses and are more likely to cause them to pause and interact with our content.”

A deliberate decision to use super symbols into advertising campaigns has the ability to alter how customers engage with businesses, meaning symbols that have a strong emotional connection with them. Customers should feel resonant with and in sync with the brand's identity and message when they come into contact with these symbols. According to Wang et al. (2022), the main objective of using super symbols to improve customer engagement is to boost brand impact. Consumers are more likely to recall, embrace, and make repeat purchases a brand when they have a thorough grasp of its symbols. The brand's reach and effect are subsequently increased as a result of this degree of involvement through increased brand loyalty and word-of-mouth referrals.

Super symbols promote deep emotional connections between brands and consumers

Men's fashion businesses that have successfully developed their brands through the efficient usage of super symbols may demonstrate this with persuasive proof. The capacity to successfully design and use super symbols is a measure of achievement in the dynamic fashion sector, where trends and customer tastes are continuously changing. The marketing manager of a menswear firm that was talked to for this study, informant G, considers that

"I believe this to suggest that when a brand is well built, it may offer concrete and convincing evidence of its efficacy and worth. This holds true, in my opinion, across all fields and sectors. A brand can connect with customers, offer high-quality goods or services, and keep a competitive edge when it is successful in developing a strong presence and reputation. Based on my professional experience working in the garment sector, I have seen instances of effective brand development that offer persuading proof of a brand. Consider a start-up business that, in a short amount of time, has managed to dominate its market; the quick expansion of its client base, the favorable feedback it has received, and the trust it has earned among its peers are strong indicators of this business' effective brand development."

As can be seen from the description above, these super symbols are meticulously designed visual components that convey brand values, identity, and emotions beyond simple aesthetics. (Gurzki et al., 2019) super symbols may become essential components of a brand's vision, enabling customers to engage not just with the brand but also with stories, ways of living, and a set of common values. The power of these super symbols to convey fundamental values and build deep connections with customers cannot be understated in the digital era, when first impressions are frequently formed online. As a result, they play a crucial role in brand identification in the digital sphere by fostering an emotional and physical bond between a company and its audience and highlighting the business's success in the competitive menswear market.

The success of super symbols brand development is reflected in the strong emotional connection created between the brand and the consumer, which is evidenced by the steadfast loyalty of consumers who proudly wear the brand logo or iconic piece not only as a piece of clothing but also as a badge of belonging. In order to compete in the competitive digital market, brands must not only have engaged their target audience but also nurtured brand loyalty. One of the brand visual designers that was questioned for this study, informant H, stressed that

"Successful brands are seen favorably and effectively by consumers in general. Effective brand image development typically connects with customers on a human level. They believe the brand to be trustworthy, dependable, and consistent with their beliefs. Their shopping choices are significantly influenced by this view. Because they regard the brand's success to be an indication of quality and consistency, consumers are more likely to buy a good or service from a brand they consider to be respected and successful. Additionally, a strong brand development encourages customer loyalty. Customers are more likely to be brand loyalists when they have a great brand experience, which is then reinforced by the business's ongoing success. They could continue to support the business by providing other items or even by endorsing the brand, further boosting its reputation."

Brand loyalty includes a variety of customer behaviors and attitudes that extend beyond the initial purchase decision, as is evident from the statement above. It represents a steadfast dedication to a brand and is impacted by a number of elements including trust, contentment, an emotional bond, and perceived value. Febrian and Ahluwalia (2021) Emphasizing that brand loyalty implies customers consistently pick a certain brand's products over those of rivals, support the brand on social media, and keep up with the company's news and updates. Building a strong, distinctive brand image that connects with the target market and encourages brand loyalty is therefore necessary.

Menswear businesses who create strong links with their clientele and cleverly employ super symbols see enduring relationships and brand advocacy as a consequence. A menswear company marketing manager who was questioned for this study's informant I responded that

"Branding may benefit greatly from strong consumer ties. When customers have a deep emotional connection to a brand through its super symbol, they become brand ambassadors. They really wear the garments, not simply put them on. In their online groups and social networks, they aggressively advertise the brand. This is really useful in the social media era. Your super symbol appears in user-generated material that draws a sizable audience. Given that it originates from people who genuinely adore the brand, it is compelling and sincere. This

word-of-mouth advertising greatly increases brand exposure and reach when paired with efficient digital marketing.”

Based on the aforementioned, super symbols efficacy in the successful brand development of men's fashion businesses is mainly represented in the long-lasting connections they foster with customers. According to Mañas-Viniegra et al. (2020), symbols are more than simply ornamental elements; they serve as vehicles for a brand to convey its essence and core values. As a result, super symbols also serve as a link between customer and brand objectives.

The findings of this qualitative study show how super symbols are used in sophisticated and dynamic ways in modern men's fashion branding. Our knowledge of how these symbols influence digital brand identities and consumer relationships has been greatly aided by a number of critical findings that have been revealed through a mix of qualitative research methodologies, data collecting, and analysis. In conclusion, this thesis findings support the rising significance of super symbols in menswear firms' digital strategies. These symbols, especially brand logos and emotive storytelling, are essential for conveying a company's identity and values, guaranteeing consistency across digital media, increasing audience engagement, and ultimately forging strong emotional bonds with customers. In the study, super symbols are emphasized for their crucial role in creating successful menswear brands in the digital era as well as their potential to form the basis of brand strategies in the future in the context of a changing digital landscape.

CONCLUSION

In conclusion, menswear companies have successfully used super symbols to engage consumers on an emotional level in the digital era. Brands are able to develop distinctive identities, draw in target markets, and encourage customer loyalty thanks to these symbols. In the future, the ongoing usage of super symbols will assist shape and improve brand perception, promoting meaningful connection and engagement between businesses and customers in the developing digital world. Menswear companies are at the vanguard of innovation and adaptability in this new terrain that the internet era has produced for organizations. The purpose of this essay, "The Use of super symbols in Menswear Branding in the Digital Era," is to investigate the increasingly significant function that super symbols play in defining the reputation of menswear businesses in a fast-paced digital world. In a dynamic digital world, the article examines the increasingly significant role that super symbols play in defining the brand image of men's clothing.

The main conclusions from this study will be reviewed in the last chapter, along with a connection made between the conclusions and the broad goals stated in the abstract and thesis title. It is also examined how these findings affect men's fashion brands and the larger marketing environment, and suggestions are made for further study as well as practical applications.

In the sophisticated digital era, super symbols have essentially evolved into a menswear brand's must-have tool. In order to connect with their consumers, companies use these symbols, particularly brand logos and emotive storytelling, as their primary means of communicating their essence, values, and emotions. This study demonstrates the extensive influence of super symbols on creating a brand's perception and developing strong emotional bonds in the digital sphere.

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