A DIGITAL MARKETING STRATEGIES STUDY IN CONNECTION WITH THE ACCELERATION OF THE MARKETING OF FASHION BRAND GOODS

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ABSTRACT

Models, catwalks, and dreams become the standard rather than the exception in the world of fashion. Given how much media attention is given to the company's more glamorous parts, it is not surprising that fashion is so alluring. Through today's media channels, customers have access to a vast variety of information on the fashion business. They use digital media specifically for the purpose of increasing brand awareness. In the multitrillion dollar global fashion industry, culture and commerce are linked. Research technique refers to the specific stages or methods used to locate, select, analyse, and evaluate data on a topic. The methodology section of a research article allows the reader to evaluate the study's general validity and reliability. The most popular categories of branded goods include business apparel, luggage, and accessories. Consumers may express their social status, power, and wealth by buying branded goods. When it came to a relationship between consumers' income and desire for branded items, consumers with higher incomes showed a larger preference for branded goods than those with lower incomes. Reference groups also choose branded goods. It's crucial to leverage internet media, advertising, and word-of-mouth to promote branded products. The value of the product (quality), its price (income), and its target market, among other factors, may all be extrapolated to have an effect on the consumer's thinking (age group).

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***Keywords:** Digital Marketing Strategies, Acceleration of Marketing, Fashion Brand Goods.*

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Introduction

Individuals working in fashion, art direction, photography, advertising, media, and digital marketing are therefore included in the industry. As a result, fashion marketing is crucial to the industry since it has an impact at all levels of the fashion system (from Supply chain to product development through retail). Independent designers, mass-market stores, high-end luxury businesses, haute couture, and independent designers all significantly rely on the power of fashion. Right now, we're all accustomed with the digital world. Fashion marketing must include internet marketing.

The complex structure of the fashion industry benefits everyone from fashionistas to people who purchase garments out of need. Thanks to digital form, the whole world may be brought to a customer's door with only one click. Consumers were able to increase their awareness and knowledge of the value they anticipated to receive in return for the money they spent thanks to the growing use of the internet and other digital communication channels, a larger network, new devices, and their ability to communicate with marketers.

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Digital marketing, a kind of online advertising, tries to connect customers and sellers using different interactive media, such the many websites on the internet and social media platforms. Advertising and marketing are becoming more interactive and participative thanks to digital and social media. The main goals of advertising are to build brand awareness, influence people, and promote consumer connection with the business. It ultimately comes down to making money in the end.

Businesses like clothing manufacturers and distributors to clients in different categories generate billions of dollars in the global fashion sector. The fashion and clothing industries, in the opinion of some experts, are separate. "According to [1], the word apparel refers to the production of daily clothes, sometimes known as mass fashion, while the phrase fashion industry is generally used to denote businesses that participate in high fashion. By the 1970s, however, the distinction between the two ideas had become hazy, and fashion has subsequently come to mean the kinds of clothes and accessories that a crowd of people are wearing at any one time. Despite being expected to make a big impact on the world stage, India's fashion industry is still in its infancy.

The fashion sector has rapidly expanded thanks to a number of initiatives, including the Fashion Week, which earned notoriety by showcasing the works of fashion designers in several Indian towns. One of the main factors affecting the growth of the fashion industry is India's demographic composition. India is the second most populous nation in the world, behind China, with a population of 1.206 billion. With an average age of 26.7 years, it also boasts one of the youngest generations in the whole globe. As a consequence, the Generational Cohort known as Millenials, which is characterised by its fondness for brands in the fashion industry, makes up a significant section of the population. Discovered that brand concepts had an impact on customer behaviour in the fashion industry.

Review of Literature

A kind of direct marketing known as "digital marketing" involves connecting customers and sellers digitally using interactive media including e-mail, websites, social networks, online forums, newsgroups, interactive television, mobile communications, etc. Due of the high degree of connection, digital marketing is utilised to promote products and services in a quick, pertinent, personal, and economical manner.

The growth of the fashion business has been aided by digital marketing, branding, and the creative use of technology in today's top fashion trends. Due to the current era's tremendous technical breakthroughs, digital media is now much more accessible to the general people.

Fashion is a fast-paced sector that is solely driven by shifting customer tastes. Marketers should be able to analyse and forecast fashion trends before clients turn to the competition. By evaluating and optimising digital media, the fashion marketer becomes a trendsetter and the finest platform for recruiting and converting clients, the fashion marketer becomes a fashion trend-setter.

Digital marketing has shown to be a very effective tool for capturing consumers' interest in, desire for, and action toward specific goods and brands in today's business climate. Victoria's Secret has used a range of digital marketing techniques, including those mentioned above, in an attempt to solidify its position as the industry leader.

Consumer behaviour is a detailed set of guidelines for customers to adhere to when they browse the market for goods and services they feel will satisfy their needs. It is regarded as the study of consumer behaviour when it comes to spending one's time, money, and effort on buying products and services. In other words, it alludes to a thorough investigation of how and why consumers choose and use certain products. Customers decide whether or not to purchase a product or service based on internal and external stimuli, and the final decision is entirely up to them. Through marketing initiatives like product placement and price, as well as advertising and public relations, customers are drawn to goods and services. Customers' demands are discovered, alternatives are investigated and assessed, and decisions are made based on information from both within and outside the organisation and their psychological circumstances. After making their first purchase, the customer has the option of continuing to use it or making another one.

Objectives

The specific objectives of the study are:

- To determine and evaluate variables that affect customer purchasing decisions for fashion brand goods.

- To examine the effect of digital marketing on consumer purchases of products from fashion brands.
- To identify the components of fashion brand firms' marketing strategies.
- To determine the effect of marketing techniques on the firms' brands**.**

Hypothesis

Based on the study objectives, the following hypotheses have been formulated:

H_{o1}: There are no significant factors that influence the Consumer Buying Behaviour towards consumers' fashion brand goods

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H_{o2}: There are no significant impacts of digital marketing on Consumer Buying Behaviour towards fashion brand goods.

H_{a2}: There are significant impacts of digital marketing on Consumer Buying Behaviour towards fashion brand goods.

H_{o3}: There are no significant factors constituting the marketing strategies of fashion brand companies.

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H_{o4}: There are no significant impacts of marketing strategies on brand recall of fashion brand companies.

H_{a4}: There are significant impacts of marketing strategies on brand recall of fashion brand companies

Methodology

The exact steps or methods used to find, choose, process, and evaluate material on a subject are known as research methodology. The methodology part of a research paper gives the reader the chance to assess the general validity and dependability of a study.

The term "research methodology" describes the procedures or strategies used to find, choose, process, and analyse data on a certain topic. The methodology portion of a research paper aids the reader in assessing the general validity and dependability of the study. Two main objectives are covered in the techniques section: Where was the data developed or gathered? What technique was utilised to look at it? It also aims to identify the variables influencing the data gathering techniques.

This chapter lays the groundwork for the Data Analysis chapter by assessing the best tools to evaluate the data and their potential constraints. The methodological components of the current research investigation are presented in this section. It controls the research configuration requested for the study, the study's population and testing, the testing system used, the tests controlled, the data collecting strategy, and the measuring devices used for the analysis of the obtained data. It also repeatedly brings up the methodological problems with psychological research. A primary researcher used a self-structured inquiry to get direct information or original data on a topic from 512 respondents from digital marketing methods in connection to the accelerated promotion of fashion brand items. They obtained secondary data from publications produced by organisations, including books, papers, journals, and the internet. Even though this field of study is rather tiny, it is nonetheless important. Such material has been obtained and recorded by another individual or organisation, often for peculiar motives. Comparative, descriptive, and inferential statistics are included in data analysis. Expert advice is used to carry out the analytical strategy. Variables that may be employed in the analysis have now been developed at various research phases. The analysis will make use of the objectives and hypotheses to be tested, as well as the examination of the desired data. The data were altered using the Statistical Package for Social Science (SPSS) because statistical techniques were then employed.

Results and Discussion

Study design includes data collection, measurement, and analysis. Both descriptive and causal in nature, this research. This research is mostly descriptive in nature when it comes to how fashion firms use social media platforms to market their brands. It is also causal research since the various strategies used by the fashion industry to promote its brands on social media networking websites are looked at. The reaction of a consumer was determined by their brand awareness, engagement, and loyalty.

As was already said, the primary objective of this study is descriptive research, with a secondary focus on causation. The study began with a descriptive technique to better understand how fashion manufacturers communicate with their customers. The use of social media in brand communication has been significantly impacted, however it has mostly been examined in the context of fashion businesses. The study continued to the causal stage after finishing the descriptive phase to get a better knowledge of how independent and dependent factors interact.

The two methods utilised to gather information are primary and secondary data collecting. Primary data may be gathered by observation, interviewing, and surveying. Secondary data, on the other hand, refers to material that has already been made public, such as articles from magazines or books or interview transcripts. To gather primary data for this research, surveys and a specially designed questionnaire were employed.

Customers of service providers and individuals who often use social media networking sites like Facebook and Twitter are the sources of first-party data. Researchers may get information directly from social media users via primary data collection in order to examine their social media use, user traits, as well as their thoughts, attitudes, and opinions. An online, self-created structured questionnaire was used to collect the majority of the study's primary data. In addition to the source data, several websites and periodicals were examined to gather secondary data. The researcher used information from scholarly journals to enhance earlier studies on social media and branding in order to collect secondary data. Secondary data was gathered from sources such articles, books, white papers, journals, websites, and research initiatives in order to supplement the primary data. Due to the early stage of social networking, the research relied on secondary data. The bibliography section included a complete list of all secondary sources. The author used an online self-completion questionnaire to collect the data needed for this thesis and to respond to the research questions. A poll of this nature was selected to be representative of the global population due to the enormous number of individuals who may be questioned. As a result, because the data is more easily generable, making inferences is simpler.

Additionally, we were able to contact respondents more effectively and efficiently than we could have with previous techniques thanks to an online self-completion survey. The data is simple to gather and manage, and it may be done so fast and simply. This strategy has the added advantage of being less expensive and requiring less time to conduct research than other strategies. Additionally, since the interviewer is not present when respondents complete the survey, it is impossible to ask the questions in a different sequence or in a different fashion. This eliminates the interviewer's bias. Self-completion surveys are more convenient for research participants than other approaches since respondents may take their time and finish the questionnaire whenever they want.

The researcher was fully aware of the challenges associated with letting participant's complete surveys on their own, despite the apparent benefits. For instance, no one can ultimately provide a more thorough explanation of a perplexing topic. As a result, the questionnaire's creator placed a high value on the questions' usability and clarity. A further difficulty was the wording of the survey. Given that the questionnaire was created in English, non-native English speakers could find it challenging to answer all of the questions truthfully.

It's probable that some respondents may give up on the survey before it's done. Of course, this would affect how accurate the data was when it was obtained. To guarantee that the whole survey went well, the author sought to allay these worries while creating the pilot research. The answers to the questions were either explained or amended if there was any ambiguity.

To respond to the test questions, the author created a poll on social media platforms like Instagram and Twitter. The writer decided to concentrate on the fan pages of design businesses and organisations on Instagram and Twitter because to the tight relationship between the study's subject matter and the internet. This was done in an effort to better comprehend the motivations behind customer decisions to engage with and follow fashion businesses on social media. It made sense to use the Internet, much as how Instagram and Twitter are now considered as two of the finest online communities. There were 300 people that took part in the survey.

Each poll was evaluated at the end of the research to see if it met the criteria for this proposal. The designer could do data analysis after determining that the response is notable. 250 responses, or the bulk, were women, while only 50 males finished the test. The majority of responses are agents under 35, and most assessments are completed by agents under 35. There are very few speakers from the other age groups.

The survey's main avenues of dissemination were Instagram and Twitter, making it broadly accessible to a variety of individuals who use social media for fashion-related purposes rather than merely for personal contact. The study's sample size was anticipated to be 100 participants in order to get sufficient data for further research. The ultimate participation count was 300. In this study, researchers employed a range of sample techniques, such as convenience sampling, snowball sampling, and deliberate sampling.

The search for study participants is not conducted at random by the researcher. In order to ensure that the people picked are relevant for the study subjects, purposeful sampling aims to choose participants in a deliberate manner. The author selected users by hand-selecting pertinent Instagram and Twitter profiles that were thought to be the best for responding to the study questions. With the intention of having it posted on their websites, the writers sent the questionnaire through email to a number of fashion bloggers. For this research, convenience sampling was used to choose participants based on their accessibility and availability in order to reach both the target population and a predetermined number of respondents. People have time to answer the questionnaire since it was placed on a variety of fan sites where they spend their free time.

The questionnaire was created using a study of the literature and other pertinent information. The survey's questions were divided into a number of categories to make it simpler for respondents to complete. Using questionnaires, the bulk of the data for this research was acquired. Through personal contacts, emails, interviews, and phone conversations, participants were asked to complete a questionnaire for the study's aims. Only those who could provide significant insight into the study topic were requested to participate, as per the criteria employed to recruit respondents. The questions were all written in English. The researcher explained the scope and goals of the study before giving the participants access to the survey. The questions were explained to the respondents, who were also given the assurance that their replies would be kept totally private and used only for research purposes. Following a literature review and consultation with subject-matter authorities, we developed a set of questions (practitioner experts and scholarly experts). The poll was sent to academics and social media professionals for assessment and permission before to release to the general public. A six-point Likert scale was used to evaluate customer brand awareness, engagement, and loyalty. The reasons why customers engage with fashion companies on social media. In this section of the survey, respondents had the chance to express their thoughts and experiences on the following subjects:

- What motivates individuals to follow fashion brands on social media?
- The number of people who will take part in events on a social media fan page
- Businesses post content to their social media platforms for a number of reasons.

Based on the results of that study, we developed a number of analogous statements, which respondents were asked to assess on a scale of one to five.

Neither agrees nor disagrees, strongly disagrees, strongly disagrees, disagrees, and agrees.

The second part of this section deals with getting respondents' demographic data. The enquiries look at gender, age, education level, and current employment situation.

The population of the research consisted of every user of a social media networking website who followed one or more brands on social media and used this platform to learn about different brands of products and services offered by service sector organisations.

Internet users in India were chosen as the study's target population since having access to the internet is necessary for using social media. The demographic was narrowed down to social media users among internet users since the study examines the impact of social media as a brand marketing tool on consumers. The poll received responses from 300 participants in total. Each questionnaire was double-checked to make sure it complied with the thesis' standards once the survey was closed. When the author's response was confirmed to be accurate, he or she can Continue by analysing the data acquired.

Table 1: Male/Female respondents

S.No.	Gender	No. of Respondents	Percentage (%)
1.	Male	50	16.6%
2.	Female	250	83.3%
	Total	**300**	**100%**

The survey included a total of 300 respondents, 250 of whom were female and 50 of whom were male. Female responders account for 83 percent of the total, which is relatively high when compared to men. Females are taking part in the study in a big way.

Age of the Respondents

In the poll, we look at three age groups: 18-35 years old, which has a participation rate of 66.6 percent, and 18-35 years old, which has a participation rate of 66.6 percent. Then there's the age group of 35-50 years old, which accounts for around 25.0 percent of the population. The third group is persons over the age of 50, who account for just 8.33 percent of the population.

Table: Age of Respondents

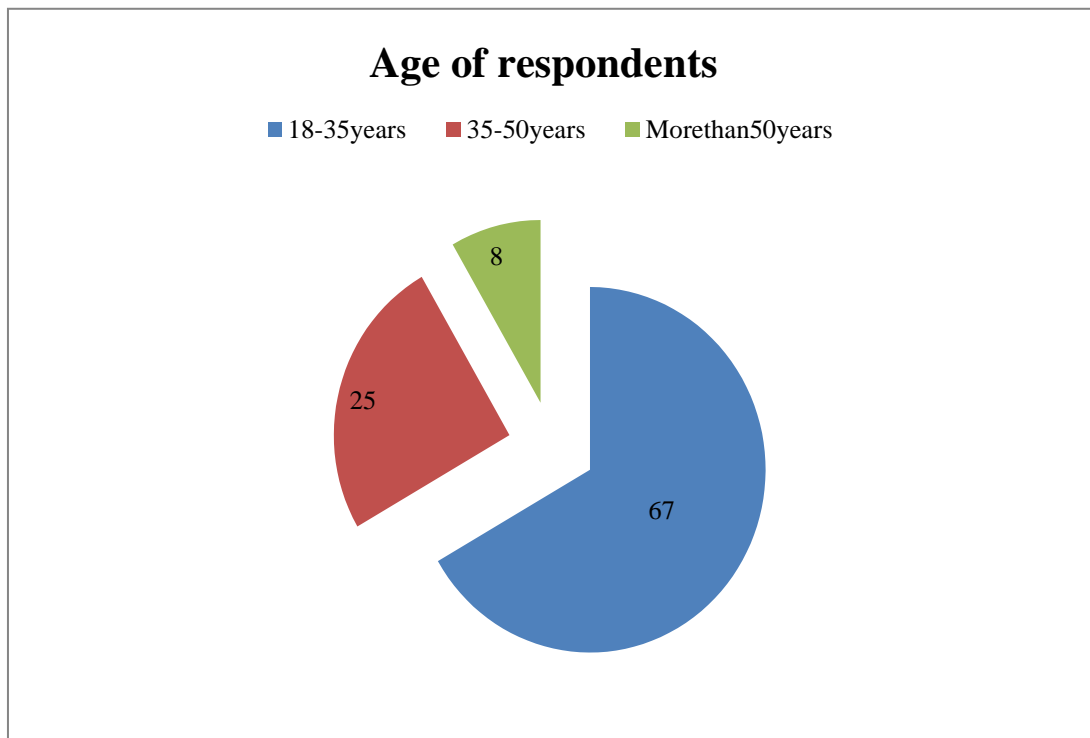| S. No.	Age of Respondents	No. of Respondents	Percentage (%)
1.	18-35 years	200	66.6%
2.	35-50 years	75	25.0%
3.	More than 50 Years	25	8.33%
	Total	**300**	**100%**

Figure 1: Age of Respondents

Education of Respondents

The following table shows that respondents are mostly persons with a Bachelor's degree, with 100 out of 300 responding. There are 75 persons with a master's degree and 75 people with a doctorate degree. The minimal number of responses is 50 for those with a secondary education.

Table 2: Education of Respondents

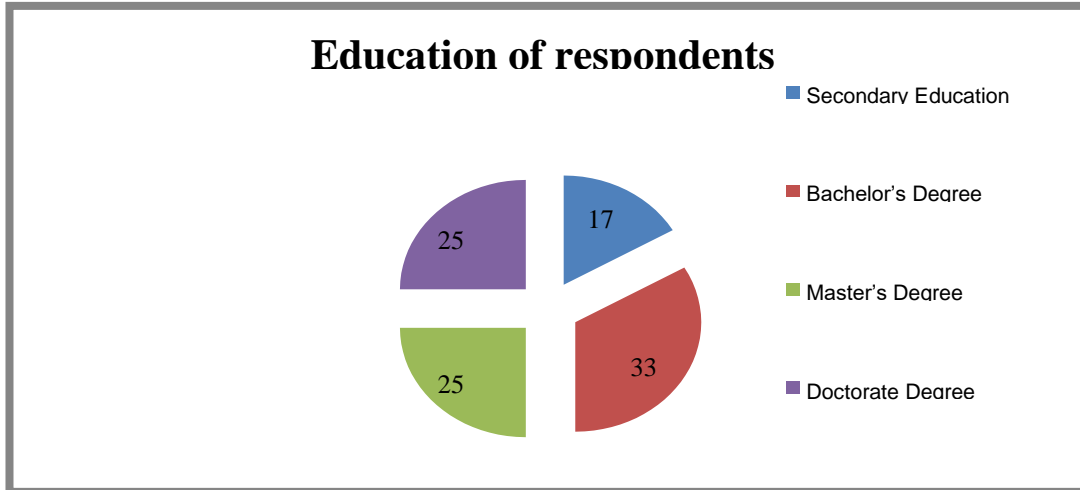| S.No.	Education of Respondents	No. of Respondents	Percentage (%)
1.	Secondary Education	50	16.6%
2.	Bachelor's Degree	100	33.3%
3.	Master's Degree	75	25.0%
4.	Doctorate Degree	75	25.0%
	Total	**300**	**100%**

Figure 2: Education of Respondents Employment Status of Respondents

The fact that 115 of the 300 responses are students isn't a surprise considering the demographics of our participants. The other two major groups of respondents were made up of persons who were either employed or working for an organisation. The remaining respondents are categorised into a few small groups based on their occupations.

Table 3: Employment Status of Respondents

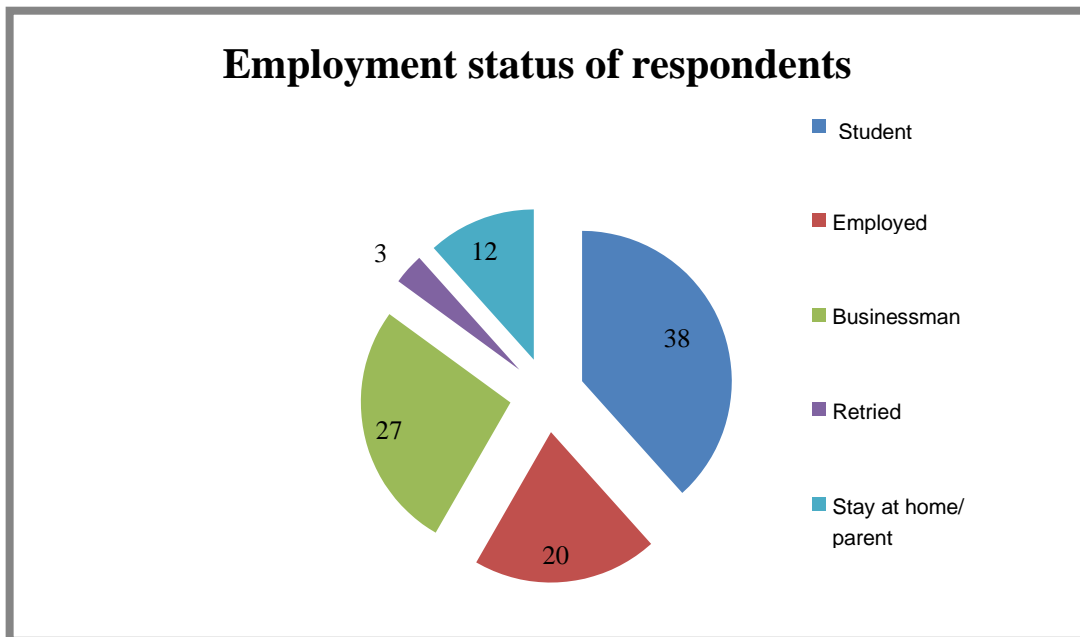| S. No.	Employment Status of Respondents	No. of Respondents	Percentage (%)
1.	Student	115	38.33%
2.	Employed	60	20.0%
3.	Businessman	80	26.66%
4.	Retried	10	3.33%
5.	Stayathome/ Parent	35	11.6%
	Total	**300**	**100%**

Figure 3: Employment Status of Respondents

Primary and secondary data collection techniques exist. Primary data collection techniques include things like direct observation, in-depth interviews, and surveys. However, secondary data is information that has already been published, such as articles from magazines or books or transcripts from interviews. Use of a survey technique and an investigation-specific questionnaire are used to collect primary data.

First-party data comes from customers of service companies and people who often use social media networking websites. In order to study social media usage, user characteristics, views, attitudes, and viewpoints, researchers may gather primary data from social media users. Main data for the study was gathered using a self-created structured questionnaire that was accessed over the internet. In addition to the primary data, we acquired secondary data from a variety of secondary sources, including websites, publications, and more. In order to get secondary data, the researcher supplemented the material from previous studies on social media and branding with information from published publications.

Secondary data, such as articles, books, white papers, journals, websites, and research initiatives, was used to complement primary data. The study relied on secondary data since social networking is still in its infancy. Every secondary source was listed in the bibliography section. To address the study questions and gather the data required for this thesis, the author created an online survey that participants could complete at their own pace.

There is no better way to get data from the whole world's population than to conduct a survey like this. Thus, inferences are easier to draw since the data is more generic. Using an online self-completion questionnaire, we were able to reach respondents more effectively and efficiently than we could use conventional methods.

The data is collected quickly and easily, and the administration of it is also simple. Additionally, this practise is more cost-effective and time-efficient than other ways. As a result, the interviewer's bias is eliminated since he or she cannot ask the question in a different sequence or in a different way because he or she is not there when respondents finish the survey.

Self-completion surveys are also more comfortable for respondents since they don't need them to hurry through a questionnaire; they may go at their own speed and complete it whenever they desire. However, despite the numerous advantages, the researcher was aware of the difficulties involved with self-completion surveys.

When it comes to a confusing question, for example, there is no one who can eventually explain it in further detail. As a consequence, the questionnaire's author paid great attention to the questions' clarity and usability.

The survey's language was another stumbling issue. Non-native English speakers may have trouble completing all of the questions accurately since the questionnaire was written in English. Respondents who don't finish the questionnaire face the risk of the author losing those readers. This, of course, would have an effect on the data's accuracy. When designing the pilot study, the author tried to eliminate these concerns to ensure that the whole survey proceeded well. If there was any doubt about the questions, they were clarified or amended.

Data may be gathered using primary or secondary approaches. Primary data collection techniques include things like direct observation, interviews, and surveys. A secondary source, on the other hand, is a pre-existing body of information such as a journal, database, book, or transcript. The primary data for this study is acquired via a survey and a questionnaire designed expressly for the study.

Customers of service companies and people who often use social media networking websites like Facebook and Twitter are the key sources of information. In order to study social media usage, user characteristics, views, attitudes, and viewpoints, primary data collection allows researchers to acquire information directly from social media users themselves. With the use of an online survey, the researchers were able to collect the majority of their data. A variety of secondary sources, such as websites, reports, and other materials, were used to supplement the primary data.

Studies on social media and branding were supplemented with secondary data from academic articles by the researcher. Research projects and articles were used to enhance primary data acquired via the use of secondary data sources such as academic journals and articles in books. Because social networking is still in its infancy, this study relied on secondary sources for its primary sources of data. Secondary sources were included in the bibliography section. For the purpose of answering the research questions and gathering the data necessary to complete this thesis, the author created an online survey.

Because of the vast number of people that may be surveyed, a survey of this kind was chosen to be representative of the worldwide population. As a consequence, it is easier to draw conclusions since the data is more general. With an online self-completion questionnaire, we were able to communicate more effectively and efficiently with our responders. Fast and simple acquisition and administration of the data makes it a breeze. Additionally, this practise is more cost-effective and time-efficient than other ways. To further eliminate bias from a survey, the interviewer cannot ask questions in a different order or a different style since he or she is not there while respondents are doing the survey.

For one thing, self-completion surveys are more convenient than other forms of research since they allow respondents to take their time and complete the questionnaire at their own speed. Despite the obvious advantages, the researcher was aware of the difficulties connected with self-completing surveys.

When it comes to a confusing question, for example, there is no one who can ultimately explain it to the replies. So, the author was particularly concerned with the questions' clarity and the questionnaire's usability. There was also a problem with the phrasing of the survey questions. In order to complete the questionnaire, non-native English speakers with limited English proficiency may have problems.

As a result, the questionnaire may be abandoned early by some respondents. Data collected would be less accurate as a result, obviously. The author made an effort to prevent these concerns while designing the pilot study in order to ensure that the whole survey worked well. If there were any questions that needed clarification, they were either revised or explored in further detail. Activities of fans with respect to age group of the respondents Question-: Fans who behave actively on social media participate in more activities. Please put () mark in anyone of the response.

- Strongly Agree
- Agree
- strongly Disagree
- Disagree
- Not Know

Table 4: Activities of Fans with Respect to Age Group of the Respondents

S. No.	Choices	Age of the Respondents		
		18-35 Years	35-50 Years	More than 50 Years
1.	Strongly Agree	110	30	05
2.	Agree	55	25	10
3.	Strongly Disagree	20	10	02
4.	Disagree	10	07	02
5.	Not Know	05	03	06
	Total	200	75	25

We understand that buyers who are active in some way are likely to be active and conduct more workouts with their favourite style brand. We agree that fans who read postings on a brand's page will read other fans' comments, respond to these comments, "watch videos, or participate in rivalries, so they won't simply do one thing, but will be active in a variety of ways. We also predict that certain pairs of exercises will be linked, and that a few other types of workouts will be connected and interrelated.

- Statistical test used: Chi-square of independence
- Significance level of the test α=0.05
- Critical value $\chi^2(0.95) = 3.8415$

Table 5: Showing Observed and Expected Frequencies using Chi-Square Test

S. No.	Age of Respondents	Observed Frequency (Oi)	Expected Frequency (Ei)	O_i-E_i	$(O_i–E_i)^2$	$(O_i – E_i)^2/E_i$
1.	18-35 years	200	100	100	10,000	100
2.	35-50 years	75	100	-25	625	6.25
3.	More than 50 years	25	100	-75	5625	56.25
	Total	N=300	N= 300			162.5

- The value of chi square test is more than the critical value
- The hypothesis 'Fans who behave actively participate in more activities' is statistically proven.
    - **Hypothesis-I** Fans who behave actively on social media participate with respect to age groups (18-35 years) of the respondents
    - **Null hypothesis H$_0$:** Reading posts that are published by the fashion company does not depend on age groups (18-35 years) of the respondents.
    - **Alternative hypothesis H$_1$:** Reading posts that a republished by the fashion company depends on age groups (18-35 years) of the respondents.
    - **Statistical test used:** Chi-square of independence
    - Significance level of the test α =0.05
    - Critical value $\chi^2(0.95)$ = 3.8415

Table 6: Showing Observed and Expected Frequencies using Chi-Square Test

S. No.	Choices	Observed Frequency (Oi)	Expected Frequency (Ei)	Oi -Ei	$(Oi–E_i)^2$	$(Oi–E_i)^2/E_i$
1.	Strongly Agree	110	40	70	4900	122.5
2.	Agree	55	40	15	225	5.6
3.	Disagree	20	40	-20	400	10
4.	Strongly Disagree	10	40	-30	900	22.5
5.	Do not know	05	40	-35	1225	30.6
	Total	N=200	N= 200			191.2

- The value of chi square test is more than the critical value
- The hypothesis Reading posts that are published by the fashion company depends on age groups (18-35 years) of the respondents is statistically proven.
    - **Hypothesis-II** Fans who behave actively on social media participate with respect to age groups (35-50 years) of the respondents
    - **Null hypothesis H$_0$:** Reading posts that are published by the fashion company does not depend on age groups (35-50 years) of the respondents.
    - **Alternative Hypothesis H$_1$:** Reading posts that are published by the fashion company depends on age groups (18-35 years) of the respondents.
    - **Statistical Test Used:** Chi-square of independence
    - Significance level of the test α=0.05
    - Critical value $\chi^2(0.95)$ = 3.8415

Table 7: Showing Observed and Expected Frequencies using Chi-Square Test

S. No.	Choices	Observed frequency (Oi)	Expected frequency (Ei)	Oi -Ei	$(Oi–E_i)^2$	$(Oi–E_i)^2/E_i$
1.	Strongly Agree	30	15	15	225	15
2.	Agree	25	15	10	100	6.66
3.	Disagree	10	15	-5	25	1.66
4.	Strongly Disagree	07	15	-8	64	4.26
5.	Do not Know	03	15	-12	144	9.6
	Total	N=75	N= 75			37.18

- The value of chi square test is more than the critical value
- The hypothesis Reading posts that are published by the fashion company depends on age groups (35-50 years) of the respondents is statistically proven.
    - **Hypothesis- III** Fans who behave actively on social media participate with respect to age groups (More than 50 years) of the respondents

- **Null hypothesis H₀:** Reading posts that are published by the fashion company does not depend on age groups (More than 50 years) of the respondents.
- **Alternative hypothesis H₁:** Reading posts that are published by the fashion company depends on age groups (Morethan50years) of the respondents.
- **Statistical Test Used:** Chi-square of independence
- Significance level of the test α=0.05
- Critical value $\chi^2(0.95)$ = 3.8415

Table 8: Showing Observed and Expected Frequencies using Chi-Square Test

S.No.	Choices	Observed Frequency (Oi)	Expected Frequency (Ei)	Oi -Ei	$(O_i–E_i)^2$	$(O_i–E_i)^2/E_i$
1.	Strongly Agree	05	05	00	00	00
2.	Agree	10	05	05	25	05
3.	Disagree	02	05	-3	09	1.8
4.	Strongly Disagree	02	05	-3	09	1.8
5.	Do not Know	06	05	1	01	0.2
	Total	N=25	N= 25			8.8

- The value of chi square test is more than the critical value
- The hypothesis Reading posts that are published by the fashion company depends on age groups (Morethan50 years) of the respondents is statistically proven.

Table 8: Chi Square Test Value of all the Age Groups

S. No.	Age of the Respondents	Critical value	Chi-Square Test Value	Significant/not Significant
1.	18-35 years	3.8415	191.2	significant
2.	35-50 years	3.8415	37.18	significant
3.	More than 50 years	3.8415	8.8	significant

From the above results we can prove that in all the age groups the hypothesis reading post that are published by the fashion company depends upon the age of the respondents. As the young age people are actively participated in the survey their chi square is quite high.

Activity of Education off ANS Versus buying the Product

- **Hypothesis- 2:** Education of Fans who behave actively and participate in various activities is ready to buy product from a fashion brand.
- **Explanation:** We accept that's hoppers who effectively take an interest in at any rate one action, for example, understanding remarks and posts, reacting to other fans' remarks, watching video or partaking in rivalry, are additionally dynamic, in actuality, which is showed by buying a result of following as specific style brand.
- **Null Hypothesis H₀:** Education of Fans who behave actively and participate in various activities is not ready to buy product from a fashion brand.
- **Alternative hypothesis H₁:** Education of Fans who behave actively and participate in various activities is ready to buy product from a fashion brand.
- **Statistical Test Used:** Chi-square of independence
- Significance level of the test α=0.05
- Critical value $\chi^2(0.95)$ = 3.8415

Table 9: Showing Observed and Expected Frequencies Using Chi-Square Test

S. No.	Education of Respondents	Observed Frequency (Oi)	Expected Frequency (Ei)	Oi -Ei	$(O_i–E_i)^2$	$(O_i–E_i)^2/E_i$
1.	Secondary Education	50	75	-25	625	8.33
2.	Bachelor's Degree	100	75	25	625	8.33
3.	Master's Degree	75	75	0	00	00
4.	Doctorate Degree	75	75	0	00	00
	Total	N=300	N= 300			16.66

- The value of chi square test is more than the critical value
- The hypothesis Education of Fans who behaves actively and participates in various activities is ready to buy product from a fashion brand was statistically proved.
- Activities off ANS with respect to Education of the respondents
  - **Question**: Fans who behave actively and participate in various activities are ready to buy product from a fashion brand.

  Please put () mark in any one of the response.
  - o Strongly Agree
  - o Agree
  - o strongly Disagree
  - o Disagree
  - o Not Know

  We get the answers of the survey from the different education groups people on the basis of that we can check the hypothesis that buying products is depend upon the different educational levels of the respondents or not. Which educational group Is more actively participated in online purchase of the fashion brands?

Table 10: Chi Square Test Value of Education of the Respondents

S. No.	Choices	Education of the Respondents			
		Secondary Education	Bachelor's Degree	Master's Degree	Doctorate Degree
1.	Strongly Agree	13	40	30	20
2.	Agree	16	40	35	20
3.	Strongly Disagree	07	10	05	20
4.	Disagree	07	08	03	10
5.	Not Know	03	02	02	05
	Total	50	100	75	75

Now after collecting and analysis the data collected by the survey we can put the hypothesis to check whether they are statistically significant or not.

- **Hypothesis-I:** Education (Secondary Education) of Fans who behave actively and participate in various activities is ready to buy product from a fashion brand.
- **Null hypothesis H_0:** Reading posts that are published by the company does not influence the decision to buy product from a fashion brand based on an online experience
- **Alternative Hypothesis H_1:** Reading posts that are published by the company depends on the decision to buy product from a fashion brand based on an online experience
- Statistical test used: Chi-square of independence
- Significance level of the test α=0.05
- Critical value $\chi^2(0.95) = 3.8415$

Table 11: Showing Observed and Expected Frequencies using Chi-Square Test

S. No.	Choices	Observed Frequency (Oi)	Expected Frequency (Ei)	Oi -Ei	$(Oi-E_i)^2$	$(Oi-E_i)^2/E_i$
1.	Strongly Agree	13	10	03	09	0.9
2.	Agree	16	10	06	36	3.6
3.	Disagree	07	10	-3	09	0.9
4.	Strongly Disagree	07	10	-3	09	0.9
5.	Do not Know	03	10	-7	49	4.9
	Total	N=50	N= 50			11.2

- The value of chi square test is more than the critical value
- The hypothesis Education (Secondary Education) of Fans who behave actively and participate in various activities is ready to buy product from a fashion brand was statistically proved.

- ▪ **Hypothesis- II:** Education (Bachelor's Degree) of Fans who behave actively and participate in various activities is ready to buy product from a fashion brand.
- ▪ **Null hypothesis H_0:** Reading posts that are published by the company does notinfluence the decision to buy product from a fashion brand based on an online experience
- ▪ **Alternative Hypothesis H_1:** Reading posts that are published by the company depends on the decision to buy product from a fashion brand based on an online experience
- ▪ **Statistical Test Used:** Chi-square of independence
- ▪ Significance level of the test α=0.05
- ▪ Critical value $\chi^2(0.95) = 3.8415$

Table 12: Showing Observed and Expected Frequencies using Chi-Square Test

S. No.	Choices	Observed Frequency (Oi)	Expected Frequency (Ei)	Oi -Ei	$(Oi–E_i)^2$	$(Oi– E_i)^2/E_i$
1.	Strongly Agree	40	20	20	400	20
2.	Agree	40	20	20	400	20
3.	Disagree	10	20	-10	100	05
4.	Strongly Disagree	08	20	-12	144	7.2
5.	Do not Know	02	20	-18	324	16.2
	Total	N=100	N= 100			68.4

- • The value of chi square test is more than the critical value
- • The hypothesis Education (Bachelor's Degree) of Fans who behave actively and participate in various activities is ready to buy product from a fashion brand was statistically proved.
  - ▪ **Hypothesis- III:** Education (Master's Degree) of Fans who behave actively and participate in various activities is ready to buy product from a fashion brand.
  - ▪ **Null hypothesis H_0:** Reading posts that are published by the company does not influence the decision to buy product from a fashion brand based on an online experience
  - ▪ **Alternative hypothesis H_1:** Reading posts that are published by the company depends on the decision to buy product from a fashion brand based on an online experience
  - ▪ **Statistical Test Used:** Chi-square of independence
  - ▪ Significance level of the test α=0.05
  - ▪ Critical value $\chi^2(0.95) = 3.8415$

Table 13: Showing Observed and Expected Frequencies using Chi-Square Test

S. No.	Choices	Observed Frequency (Oi)	Expected Frequency (Ei)	Oi -Ei	$(Oi–E_i)^2$	$(Oi–E_i)^2/E_i$
1.	Strongly Agree	30	15	15	225	15
2.	Agree	35	15	20	400	26.6
3.	Disagree	05	15	-10	100	6.66
4.	Strongly Disagree	03	15	-12	144	9.6
5.	Do not Know	02	15	-13	169	11.2
	Total	N=75	N= 75			69.06

- • The value of chi square test is more than the critical value
- • The hypothesis Education (Master's Degree) of Fans who behave actively and participate in various activities is ready to buy product from a fashion brand was statistically proved.
  - ▪ **Hypothesis- IV:** Education (Doctorate Degree) of Fans who behave actively and participate in various activities is ready to buy product from a fashion brand.
  - ▪ **Null hypothesis H_0:** Reading posts that are published by the company does not influence the decision to buy product from a fashion brand based on an online experience
  - ▪ **Alternative hypothesis H_1:** Reading posts that are published by the company depends on the decision to buy product from a fashion brand based on an online experience
  - ▪ **Statistical Test Used:** Chi-square of independence
  - ▪ Significance level of the test α=0.05
  - ▪ Critical value $\chi^2(0.95) = 3.8415$

Table 14: Showing Observed and Expected Frequencies using Chi-Square Test

S. No.	Choices	Observed Frequency (Oi)	Expected Frequency (Ei)	Oi –Ei	$(Oi–E_i)^2$	$(Oi–E_i)^2/E_i$
1.	Strongly Agree	20	15	05	25	1.6
2.	Agree	20	15	05	25	1.6
3.	Disagree	20	15	05	25	1.6
4.	Strongly Disagree	10	15	-05	25	1.6
5.	Do not Know	05	15	-10	100	6.66
	Total	N=75	N= 75			13.06

- The value of chi square test is more than the critical value

Conclusion

The hypothesis Education (Doctorate Degree) of Fans who behave actively and participate in various activities is ready to buy product from a fashion brand was statistically proved.

Table 15: Value of Chi Square Test of Different Educational Groups

S. No.	Education of the Respondents	Critical Value	Chi-square Test Value	Significant/not Significant
1.	Secondary Education	3.8415	11.2	Significant
2.	Bachelor's Degree	3.8415	68.4	Significant
3.	Master's Degree	3.8415	69.06	Significant
4.	Doctorate Degree	3.8415	13.06	Significant

Activity of Employment of fans versus buying the product

- **Hypothesis-3:** Employment status of Fans who share content are ready to recommend product/consider product during buying process / buy the product in the future.
- We accept that shoppers who offer substance on the organization's fan page have progressively inspirational disposition towards the chose design brand, which is thus exhibited by their readiness to a) prescribe the brand to other people, b) think about that brand on the off chance that he/she is going to purchase a specific item, c) purchase the item from the brand.
- **Null hypothesis H$_0$:** Employment status of the fans does not depend on the willingness to recommend that brand to others
- **Alternative Hypothesis H$_1$:** Employment status of the fans depends on the willingness to recommend that brand to others
- **Statistical test Used:** Chi-square of independence
- Significance level of the test α=0.05
- Critical value $χ^2(0.95) = 3.8415$

Table 16: Showing Observed and Expected Frequencies using Chi-Square Test

S. No.	Education of Respondents	Observed Frequency (Oi)	Expected Frequency (Ei)	Oi-Ei	$(Oi–E_i)^2$	$(Oi–E_i)^2/E_i$
1.	Student	115	60	55	3025	50.41
2.	Employed	60	60	00	00	00
3.	Businessman	80	60	20	400	6.66
4.	Retried	10	60	-50	2500	41.6
5.	Stay at home/ parent	35	60	-25	625"	10.41
	Total	N=300	N= 300			109.08

The value of chi square test is more than the critical value

Conclusion

Name or logo that guarantees a certain level of quality is a brand. It has a significant impact on consumer perceptions. A correlation between respondents' occupations and the kind of things they'd like to see branded was examined in this research. According to the findings, consumers in the service and student classes are more brand-conscious than those in the business and housewife classes, respectively.

Among the branded items, business attire, luggage, and accessories are the most popular categories. By purchasing branded things, consumers may demonstrate their social standing, authority and income. Consumers with higher incomes showed a stronger preference for branded goods than those with lower incomes when it came to a correlation between their income and their preference for branded goods.

Branded items are also selected by reference groups. The use of online media, advertising, and word-of-mouth to spread the word about branded items is critical. That being said, it can be inferred that brands have an impact on the consumer mind in a variety of ways, such as the product's value (quality), its price (income), and its target audience (age group)..

Recommendations

- A variety of characteristics influence customer behaviour and online life, including education, employment, sex, age, and many more.

- There are a variety of places where people may communicate with one another, such as Twitter and WhatsApp. Youtube, Skype, and a slew of other services influence client behaviour.

- There are several web-based life advertising and informal communication places, some of which are really important while others are not.

- There are several applications for internet networking organisation, including sending messages, downloading, transferring, and delivering important messages, among others.

- The more the use of long-distance informal communication sites, the more active and powerful the people association becomes.

- The traditional way of media and internet-based live communication might be compared.

- Traditional media has an impact on shopper behaviour, as does internet-based life; however, web-based life provides the most up-to-date information and contributes to the information society in general and consumers in particular.

- If a comparison is done between traditional advertising and internet-based life promoting, it may be concluded that online networking has a greater impact on customer behaviour.

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