SURVEY REPORT ON THE IMPACT OF DIGITAL AND SOCIAL MEDIA MARKETING ON FASHION INDUSTRY

Submitted in partial fulfillment of the requirements

for the award of the degree of

Bachelor of Business Administration

To

_____ University, _____

Guide: **Submitted by:**

_____   _____

_____   _____

_____

_____

Batch (2021-2023)

i

Certificate

I _____, Student Id. _____ Project Report/Dissertation (_____)" survey report on the impact of digital and social media marketing fashion on industry " is done by me and it is an authentic work carried out by me at "_____" The matter embodied in this Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student

Date:

Certified that the Project Report/Dissertation entitled" survey report on the impact of digital and social media marketing fashion on industry done by _____, Student Id. _____, is completed under my guidance.

Signature of the Guide

Date:

_____

_____

Countersigned

_____

ii

Acknowledgement

It is not a single man's efforts, which is sufficient for the accomplishment of a project various factors, situation and persons integrated to provide the background for accomplishment of a task. The contribution of many people has led to the successful completion of project. It is my pleasure to be indebted to various people, who directly or indirectly contributed in the development of this work and who influenced my thinking, behaviour and acts during the course of training.

I feel pleasure to have an opportunity to express my deep and sincere thanks to _____, **Project Guide** who helped me to complete my project work. I am extremely grateful to her for cooperating, motivating, guiding and supporting me to complete my project.

CONTENT

LIST OF TABLES

LIST OF FIGURES

CHAPTER-1: INTRODUCTION

PROBLEM & ITS BACKGROUND

This study is an attempt to investigate the impact of social media and digital marketing on fashion industry as social media is getting very much in and within the past decade a remarkable development has been witnessed. Businesses are using social media as a promotional tool. Fashion industry is one of the businesses where frequent changes occur and social media is the most convenient and cheapest mean to communicate. With the extensive technology development which has undertaken by the world, traditional concept of marketing has fabricated with a digital mode that brings the whole world to the customer's doorstep in one click. The rising penetration nature of the internet and various faster digital communication channels, wider networks and new devices and their connectivity with marketers made consumers more informative and knowledgeable regarding the value they expected to return to the cost they incurred. Digital marketing can be identified as a form of direct marketing that connects the buyers with the sellers electronically through interactive technologies such as, emails, websites, social networks, online forum as well as newsgroups, interactive television, mobile communications etc. . According to the high level of connectivity, digital marketing facilitates many to many communications and it normally use to promote products and services in a timely, relevant, personal and cost-effective manner. Social media is a compilation of online platforms and communication channels that are used by people to share information, profiles, assumptions, observations, apprehension, and media itself; it facilitates

communication and interactions between different groups of people from all across the

world. The world has become a Global Village & with the advent of information technology, the ways of communication and work have been revolutionized completely. The emergence of social media has transformed the world and its entire way of functioning, bringing the world and its people closer. Social media refers to activities, practices, and behaviors among groups of people who gather online to share information, experiences, and perspectives using colloquial media Colloquial or conversational media are basically online based applications that have enabled to create and transmit content in the form of words, pictures, videos, and audios. One industry which is considered to be perfectly suited and naturally fit for social media is Fashion. When we talk about social media for the fashion industry, it refers to the social networking websites and other onlineplatforms that enable the fashion industry to connect with their customers using the latest social networking technology .The fashion Industry is using social media to study trends and anticipate fashion behaviors. It is embracing social media, which has enabled it to emerge in the forefront as a phenomenon. The modern definition of the fashion industry has been referred to defining different styles of clothing or simply distinguishing differentkinds of style in general that is used and worn by people in a trending manner The background of this study has highlighted the relationship between social media and customer purchase decisions within the fashion industry, by also depicting its impact on the profit made by the industry. This identifies the relationship and influence of the mentioned factors on each other. However, based on the changing time and behaviours of customers, increased consumer demands are encountered by the industry. This contributes to increasing competition within the entire industry, which is why different

social media approaches are implemented in association with marketing strategies.

Increased competitive advantage by one fashion sector could create decreased profits for a different sector. Social media has given a chance for brands to unleash their creativity while fulfilling their marketing tasks. Indian brands especially start-ups have an easy access to international market. Their existence is recognized by global audience. All these are possible due to the advent of social media. Social media has arrived like a boon for the companies .Brands do not have to invest a huge amount of money for branding and advertisements. The latest trend on social media marketing is conveying a message that the business world is only for those who can think out of the box. Brands are competition with each other to attract more customers by attractive social media posts. The emergence of social media (e.g., Facebook, Twitter) has boosted interest in word of mouth and viral marketing among luxury brands. Word of mouth (WOM) – interpersonal communication about products and services between consumers – is one of the most influential sources of marketplace information for consumers . When WOM travels on the Internet, it can be viral and most powerful, regardless of whether the information is good or bad. For followers, it is becoming increasingly challenging to sort out the facts, since the immediacy of information is extreme with no standard to determine the truth. The spread of information brings people to a common sphere to exchange views. Los Angeles day-to-day celebrity wear, for example, has become a worldwide phenomenon, partly due to social media legitimizing the casual look. Vintage stores, showcasing T shirts and jeans, permeating the Los Angeles casual style, are the retail niche of consumers found now throughout the world.

OBJECTIVES OF THE STUDY

a) To determine the role and impact of social media within the fashion industry.

b) To highlight the influence of social media on customer purchase decisions in the fashion industry

c) To investigate the different elements of digital marketing from customer point of view

d) To explore the impact of digitalization on the fashion industry from customer point of view

e) To examine the various digital and social media marketing strategies used in fashion industry

f) To analyse the role of digital and social media marketing on fashion industry

SCOPE OF THE STUDY

a) This report aims to study digital marketing and fashion industry

b) This project aims to define the positive relation between social media

marketing and fashion industry

c) An attempt has been made to analyse the effect of social media

marketing on growth of fashion industry

d) It aims to find the fashion consciousness of the consumer including

the influencing factors change in fashion industry.

INDUSTRY ANALYSES

In Today's market place for fashion has become competitive, whereby fashion industries need to change constantly their product ranges. This means that there is an inevitable move by several fashion retailers to extend the number of clothing seasons according to every season in the year . For instance the sales of consumer goods on the internet grew to an estimation of 108 billion from 7.7 billion in 2003 . The term fashion can be characterised as consumer behavioural phenomenon, surrounding both intangible and tangible contexts, within the domain of social influence and diffusion. Fashion also acts as a sign and aids to differentiate social identity, taste and cultural capital . In the early days, retailing fashion e-commerce firms were viewed to be unsuccessful, as customers needed to try on and touch the clothes. Nevertheless, the level of footwear and clothes sold through the internet grew steadily whereby since 2000 the online revenues for fashion products grew between 25 % to 30% . The fashion clothing industry has emerged over the last two decades with many retailers undertaking global expansion to operate internationally. This predominant trend have developed a changing dynamics in the fashion industry such as demand for lower cost, fading of mass production, modified structural characteristics in the supply chain, and flexibility in logistics, design and distribution Fast fashion is referred to be the transformation of trendy design into articles that can be purchased by the public. The aim of fashion industry firms is attract consumers into stores as regularly as possible in order for the firms to have the capacity to raise the frequency that people buy fashionable styles Their aim can be accomplished through the low price and low

cost garment that remains on the shelves for a less period of time than the traditional apparel industry. This leads in making the market cycle to become shorter, more seasons and many organisational purchasing requirements, such as design capabilities and flexible manufacturing, blending trendy apparel raw material and suppliers at a short lead times. Currently, the social media have changed the way retailers engage with their customers and vice versa. Social media is becoming a common marketing and communication strategy and was predicted to grow at an annual rate of 34% in 2012, and by 2014 it would have reached to USD$3.1 billion . It have been reported that approximately 70% of customers visited social media sites to gather product information and 49% customers purchase products based on the information gathered through social media . Due to that retailers have increasingly benefited in harnessing and utilising the power of social networking websites in order to improve their overall marketing strategy. The social media gives the retailers to benefit to learn about the needs of their customers and then respond proactively. Customers are increasingly using social networks in order to gather information on which to base their purchase decisions . Moreover, online customers are using different online formats such as social networks, wikis, blogs, bulletin boards and podcasts to share views about a given brand, service or product. With the help of social networks, retailers use the technology to sell their products or services via the internet, offer additional products and services based on previous purchase, respond to consumer enquiries and lastly to evaluate the satisfactions of their consumers with their offerings, all without having the need to deal with the consumers physically With the increasing popularity of e-

commerce, the fashion and lifestyle segment has seen a rise in the demand for fast

6

fashion and premium brands. Thanks to higher disposable incomes and exposure to media, today's average consumer has evolved and are ready to buy global and luxury brands. the fashion industry is a multibillion dollar global enterprise devoted to the business of making and selling clothes. Some observers distinguish between thefashion industry (which makes 'high fashion') and the apparel industry (which makes ordinary clothes or 'mass fashion'), but by the 1970s the boundaries between themhad blurred. Fashion is best defined simply as the style or styles of clothing and accessories worn at any given time by groups of people. It is evident today that the fashion industry plays a large role in society. People use fashion as a mean's of expression and a source of self-identity To demonstrate the weight the fashion industry holds in today's realm, in 2018, the world clothing and textile industry reached almost $2,560 trillion and the women's wear sector alone is expected to pass

$621 billion by 2019 In solely one year, the india spent $250 Billion on fashion consumption These massive dollar amounts express how big of a role the fashion industry plays into the consumption patterns of people around the world. If thinking logically, it only makes sense to assume the fashion industry will always exist. There are over 7 billion people in the world and clothing- whether considered fashionable or not- will always be a necessity, therefore some demand will always exist it cannot be denied that high fashion is certainly a luxury. Because most people cannot afford to indulge, the desire to experience the "look" of high fashion is further intensified. Thanks to stores such as H&M, Forever 21, and even Target, even the most price-conscious consumer can position themselves as aware trendsetters. Therefore, the psychological aspects of the industry not only can justify the elite, high-end shoppers,

7

but also the bargain hunters. In a clinical analysis of New York Fashion week, psychologist Dr.Jennifer Baumgartner noted that the brain loves new things, especially trends because they are quick flashes of novelty. Much like repainting a room, or buying new furniture, the purchase of a new, trendy item allows for reinvention and the purchase of a wearable trendy item allows for self-reinvention Much like fashion, social media is another outlet to express oneself. However, this means of expression occurs in cyberspace. There are many underlying threads that link the two together. For example, the psychological aspect to present oneself in a certain way exists in both outlets. People dress a particular way to present themselves to the world in that manner, analogous to the way users may arrange his or her Facebook page, Twitter account or Instagram. Additionally, the desire to fit in and be included presents itself via fashion and social media. Consumers of fashion want tobe a part of the latest trend and receive accolades from peers, much like users of social media want their "friends" or "followers" to like and comment on their posts.sothat's why fashion industry grasps the major market share in the world because it is necessity . Since the economic downturn of 2019 the fashion industry has had to reposition itself and shift gears away from appealing solely to the upper class. Many designers are teaming up with lower end retailers to give the price-conscious consumer an option to still enjoy fashion on a budget. Major designers such as Isaac Mizrahi, Jean Paul Gaultier, Sonia Rykiel, Zac Posen, Proenza Schouler, and Erin Fetherston have joined forces with Target and Vera Wang has even created a separatelabel for Kohl's. Providing the masses with "right-priced" fashion has become the

name of the game (Nalls). New York Fashion week is no longer limited to the press

and buyers, but now more of a spectacle and source of promotion for designers Apple launched a fashion app called "Fashion: Apps for the Clothes-Minded" and connected the world's biggest global fast fashion retailers like Zara, Gap and H&M, with high-fashion houses like Chanel, Gucci,Fendi, Donna Karan, Diane von Furstenberg, and Dolce Gabana to name a few fashion. These apps allow shopping, sharing, fashion news, and access to videos. In addition, anyone with web access and a credit card is able to buy the clothes as the models on the runway are presenting the collections . This phenomenon of instant access to fashion and a constant relationship to companies with consumers via social media is further evidence of a growing global economy and the power of technology to connect the world.

RESEARCH METHODOLOGY

Research design

In this research, I have used descriptive design. In this design I have used cross sectional design. It involves the collection of information from any given samples of population elements only once.

Source of Data: Primary and Secondary Data

Primary Data: Questionnaire.

Secondary Data: Journals, Websites

Methodology used for Data Analysis

A. Percentages

Percent implies "for every hundred" and the sign % is read as percentage andx % is read as x per cent. In other words, a fraction with denominator 100 iscalled a per cent. For example, 20 % means 20/100 (i.e. 20 parts from 100).

This can also be written as 0.2.

Basic Formula:

In order to calculate p % of q, use the formula:

$(p/100) \times q = (p \times q)/100$

B. Bar graphs

A bar chart or bar graph is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally. A vertical bar chart is sometimes called a line graph.

Chapter- 2

Literature Review

Rathnayaka U,2018 conducted a research on "*Role of Digital Marketing in Retail Fashion Industry*" to examine the effect of digital marketing on the revolution of fashion industry and found social media has become the trend settler for the society. societyWith the extensive technology development which has undertaken by theworld, traditional concept of marketing has fabricated with a digital mode that brings the whole world to the customer's doorstep in one click. The rising penetration natureof the internet and various faster digital communication channels, wider networks andnew devices and their connectivity with marketers made consumers more informative and knowledgeable regarding the value they expected to return to the cost theyincurred. The utmost purpose of the study is to identify the impact of digital marketing in consumer behavior with special reference to retail fashion industry. Secondary sources of data has used for the study and based on the results of the secondary data analysis, conclusion has derived with the findings. Accordingly, the research study was addressed on how digital marketing has changed the retail fashion industry and how it effects on the consumer behavior. With the analysis, it has recommended customer relationship marketing as a strategic response to face the changes made from digital marketing in the retail fashion industry. Also it has identified on how the skills, attitudes and the behavior of the professional marketers should be shaped in strategizing the customer relationship marketing to the retail

fashion industry in the digital platform.

11

Lay R,2018 conducted a research on "*Digital Transformation - The Ultimate Challenge For The Fashion Industry*" to examine Digitalization in fashion is how is changing the industry and concluded that The vast majority of consumers use digital channels before, during or after making their purchases. The accelerating progression of technology and its fast-paced uptake by consumers deserves a different level of priority for many fashion brands.The primary drivers for digital transformation are mostly either significant opportunities or existential threats. And the opportunity, or existential threat, that these changes represent should be the focus for business leaderswho are considering the future of their organisations and industries. To re-imagine theservice and experience a brand offers, and to increase relevance and revenue, may often feel like something that can be done later stage with a large investment and a long term return.

Patil A,2018 conducted a research on "*Trend Of Digitization On Marketing And Its Impact On Customers*" and examined the different elements of digital marketing and later found that there is positive impact of digitalization on customers The firms and the Marketers are faced with new opportunities and challenges within this digitalized age. The vital objective of digital marketing is to attract customers and allowing them to interact with the company's brand through electronic/digital media. This article focuses on the importance of digital marketing for both the consumers and marketers. We have examined the effects of digital marketing on the consumer's buying decision making and Its impact on firms' sales. Adding up to this, distinguish between traditional marketing and digital marketing are presented in this paper. This study has

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power of digital marketing allows geophysical barriers to disappear making all consumers and businesses on earth potential customers and suppliers. It is known for its ability to allow business to communicate and form a transaction anywhere and anytime. Apart from that, it too lays down the impact on the mind of the customer so as to purchase the product. The purpose of study is to recoganize the effectiveness and the impact of digital marketing in the buying behavior of consumers. For the data collection, Primary data is used. A structured questionnaire is used to collect primary data and the sample size is 50 respondents. The findings of the study reveals that the customer is aware of the digital media and more likely uses the digital channel for shopping goods. This study conducted in chengannur taluk in Pathanamthitta Distric

Khan K.S,2016 conducted the research on "*Impact Of Digital Content Marketing On Customers Online Purchasing Behavior*" and examined how digital contents are acting as a motivating factor to influence customers and later found that it showed a positive and strong relation between digital marketing and customer behavior. This study aims to understand how digital contents are acting as a motivating factor to influence on customers online purchasing behavior as well as online purchasing process. More clearly this study will understand and analyze the phenomenon closely on how digital contents are influencing customers into customers five stages of the online purchasing process. The theoretical framework is formed during the study which is based on the findings of previous researches related to digital content marketing and online purchasing behavior. The research is conducted on the qualitative method where semi-structured interview is applied for data collection. The

target age group for data collection is 25 to 34 who purchase mostly electronic products from the online marketplace. The empirical analysis is done based on abductive reasoning approach.

Kelzo C,2015 conducted a research on "*Impact of Digital Marketing on Customer Buying Behavior*" and examined change in trend and advance advertising techniques and concluded that increase in brand awareness and improved quality by takingregular feedback. This study proposed and tested a model of consumer online buying behavior. The model posits that consumer online buying behavior is affected by demographics, channel knowledge, perceived channel utilities, and shopping orientations. Data were collected by a research company using an online survey of 999 U.S. Internet users, and were cross-validated with other similar national surveys before being used to test the model. Findings of the study indicated that education, convenience orientation, experience orientation, channel knowledge, perceived distribution utility, and perceived accessibility are robust predictors of online buying status (frequent online buyer, occasional online buyer, or non-online buyer) of Internet users. Implications of the findings and directions for future research were discussed.

CHAPTER-3

DATA INTERPRETATION AND ANALYSIS

Data Collection

Sources of Data Collection:

(a) Primary Source

Primary data is the data which is collected through questionnaires, interviews, observations etc.

Primary Data

Primary data is the data which is collected through questionnaires, interviews, observations etc.

  a) I was only concerned with the collection of primary data through Questionnaire.

  b) As primary data is first hand data accurate results are find out.

  c) Reliability of data is main point of advantage is primary data.

  d) Primary Research conducted through questionnaire

Parents and Youth were targeted from West Bengal

16

Sample design

Sample Unit

Sample unit for the study are the students and parents who uses e-commerce platforms to buy the fashion products. As they are the true representative of the study and the findings will be more accurate. Because millenials know the whole process of digital marketing which will provide a better picture of the study so and will assist in determining the result with utmost efficiency.

Sample Size

The size of the respondents is 100

Sampling Method

Method used for sampling for the study is convenience sampling. This method of sampling is used when the data is nearly available and it means that the data is collected from the sources which were easily available to reach and data can be collected from that sources can be used for further study. Convenience sampling make the work easier of research

Some features of convenience sampling:

a) Data is easy to collect

b) Reduce the time consumption

c) Respondents are easy to reach

d) Provide a reliable data is cost effective

Research Design - Research design is the framework of research methods and techniques chosen by a researcher. In this research explanatory research design is used where ideas and thoughts are used to explore further theories. The research explains unexplored aspects of a subject and details about what, how, and why of research questions.

Data Analysis - Data was analyzed to obtain descriptive statistics by comparing mean, median, mode and standard deviation analysis.

Tools and Techniques – Following are the used

(A) Tools

1) MS Excel – It is used for data entry and analysis by using different techniques

2) MS Word – It is used to compile the complete research project.

3) Google Forms – It is used to collect data from responses in the form of questionnaires.

(B) Techniques

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Data Presentation

Demographic profile

AGE
100 responses

- 18-25
- 25-35
- 35-50
- above 50

19%
15%
63%
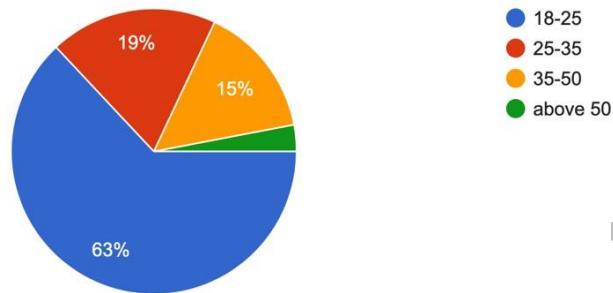
GENDER
100 responses

- male
- female

49%
51%
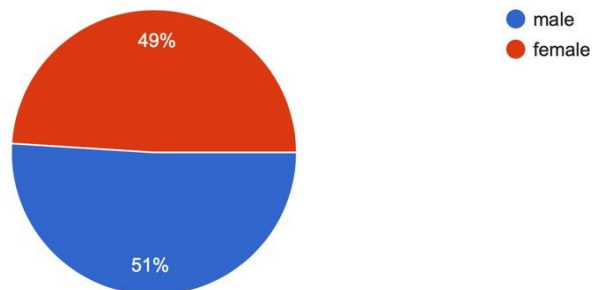
A total of 100 respondents participated in this research. Table shows a summary of demographic profiles of the respondent

DEMOGRAPHIC PROFILE		TOTAL(N=100)	% (N=100)
Gender	Male	51	51
	Female	49	49
Age	18-25	63	63
	25-35	19	19
	35-50	15	15
	above 50	33	33

Table3. 1 demographic profile

Table 3.1 exhibits the majority of participants were aged between 18-25 years and comprises of 63% of total respondents where as people 25-35 years were 19% only this shows that the youth is more tech savvy than the older ones and are quite responsive in terms of filling the questionnaire. 51% of the respondents were male and 49% were the female

21

General Information:

A. How often do you use social media?

Options	responses	percentage
(1) Less than 5 times a day	20	20%
(2) More than 5 times a day	80	80%

Table3.2 how often do you use social media

Usage Of Social Media

20%

80%

■ 1 ■ 2
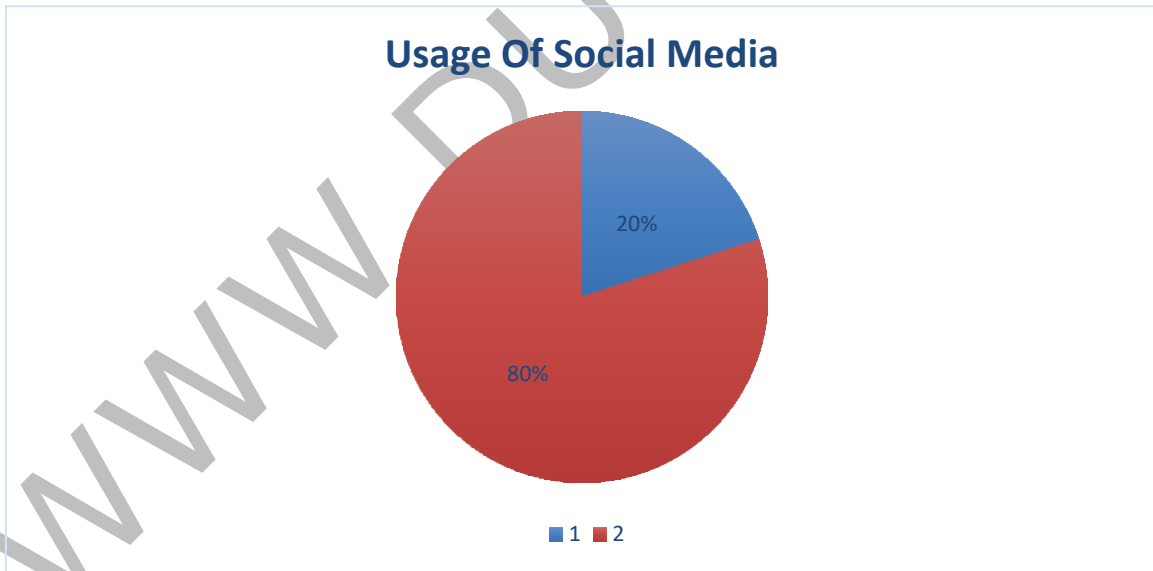
Age Groups	Number of people using social media more than 5 times
18-25	54
25-35	14
35-50	10
above 50	2

Interpretation- majority of the respondents use social media more than 5 times which is quite amusing as the world is going through digital revolution and social media is a blessing for the fashion industry to accentuate its diversification

Social media has brought about new channels of advertising for fashion houses to reach their target markets. Fashion brands use social media for advertising and to engage their target market. The outcomes from all the social media channels are specific and measurable it include reporting on fashion news, providing customers with company updates and announcements about new fashion lines, events and promotions, and providing customer service to clients.

Fashion blogging has become popular among youth and many social influencers have stepped into the market which entices the millenials and lure them to generate sale.

Due to increase of the use of social media new market is created for the affiliate

marketers which tries to innovate the market with creative products

B. Which of the following channels do you use for getting information about various brands of fashion?

options	frequency	percentage
Websites	10	10%
SocialNetworking Sites	69	69%
YouTube	2	2%
Traditional Sources (Newspaper, TV, Radio, Friends, Family etc.)	16	16%
Emails	3	3%

Table3.3channels of information

24
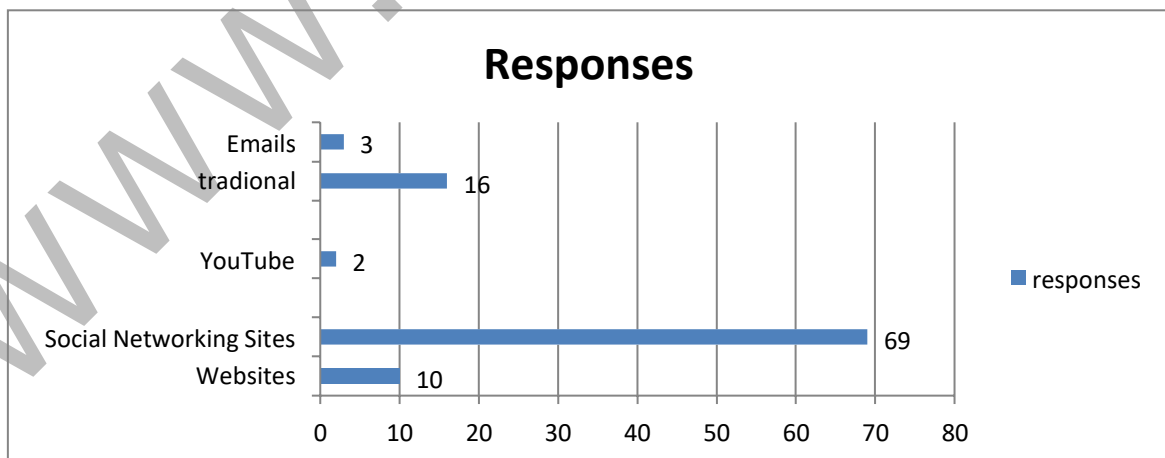
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Interpretation- social media is a platform for a company where they can provide information about the product in innovative way and Zara the company with largest market share dominates in social media marketing too. Due to its responsive personnel Zara has attracted youth from the West Bengal to follow their social media channel 36 people followed Zara which accounts for 36%.

Descriptive statistic

Descriptive statistics help describe and understand the features of a specific data set by giving short summaries about the sample and measures of the data.

They are brief descriptive coefficients that summarize a given data set, which can be either a representation of the entire or a sample of a population. Descriptive statistics are broken down into measures of central tendency and measures of variability (spread). Measures of central tendency include the mean, median, and mode, while measures of variability include the standard deviation, variance, the minimum and maximum variables, and the kurtosis and skewness. Descriptive statistics, in short, help describe and understand the features of a specific data set by giving short summaries about the sample and measures of the data. The most recognized types of descriptive statistics are measures of center: the mean, median, and mode, which are used at almost all levels of math and statistics.

A. MEASURE OF CENTRAL TENDENCY

It is a summary statistic where the entire dataset is described with a single value which is basically the central or middle value of the distribution of dataset. Therefore,

it is also referred to as measure of centre or central location. Three main measures of central tendency are mean, median and mode. Each of these measures follow a different methodology to identify the central point.

The **Mean** or average is probably the most commonly used method of describing central tendency.

The **Median** is the score found at the exact middle of the set of values.

The **Mode** is the most frequently occurring value in the set of scores

B. MEASURE OF STANDARD DISPERSION

Measure of statistical dispersion provides an idea regarding how stretched or squeezed the data is. Two datasets can have the same average value, thereby measure of central tendency can be misleading during such cases. Measure of statistical dispersion gives us an idea how to disperse or spread out the data is from the mean. It helps us to understand the variability existing in the dataset. Thereby, in order to adequately describe the dataset, it is better to use measure of standard dispersion along with measure of central tendency. The Standard Deviation shows the relation

that set of scores has to the mean of the sample. The standard deviation measures the

27

spread of the data about the **mean value**. It is useful in comparing sets of data which may have the same mean but a different range

Standard deviation is a measure of how spread out a data set is. It's used in a huge number of applications.

• In finance, standard deviations of price data are frequently used as a measure of volatility. It is often used by investors to measure the risk of a stock or a stock portfolio.

• In manufacturing it is used as a way of quality control.

• In polls and surveys it can be used to measure the level of confidence of our results

Does Digital Media Provides Huge Quantity Of Information About A Fashion As Compared To Traditional Marketing?

Options	No. of response	Percentage %
Strongly disagree	3	3
Disagree	13	13
Neutral	10	10
Agree	45	45
Strongly agree	29	29

Does Digital Media Provides Huge Quantity Of Information About A Fashion As Compared To Traditional Marketing ?

100 responses
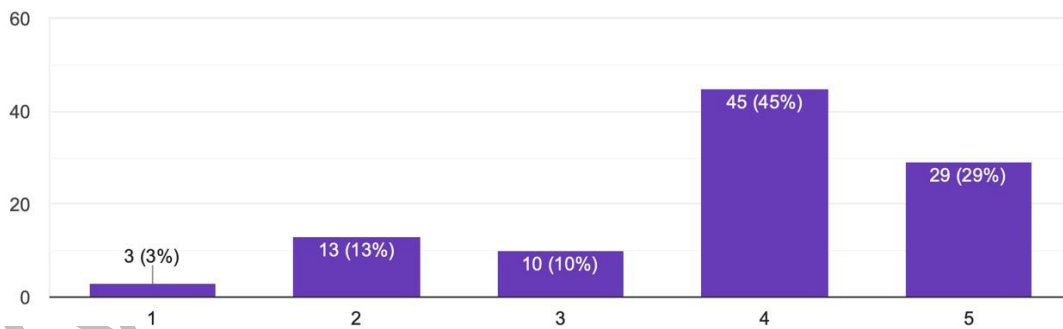
S.NO.	Factors	Mean	Median	Mode	Standard Deviation
1	Does Digital Media Provides Huge Quantity Of Information About A Fashion As Compared To Traditional Marketing?	3.84 158	4	4	1.074548

5-point Likert scale; 1 = strongly disagree, 5 = strongly agree
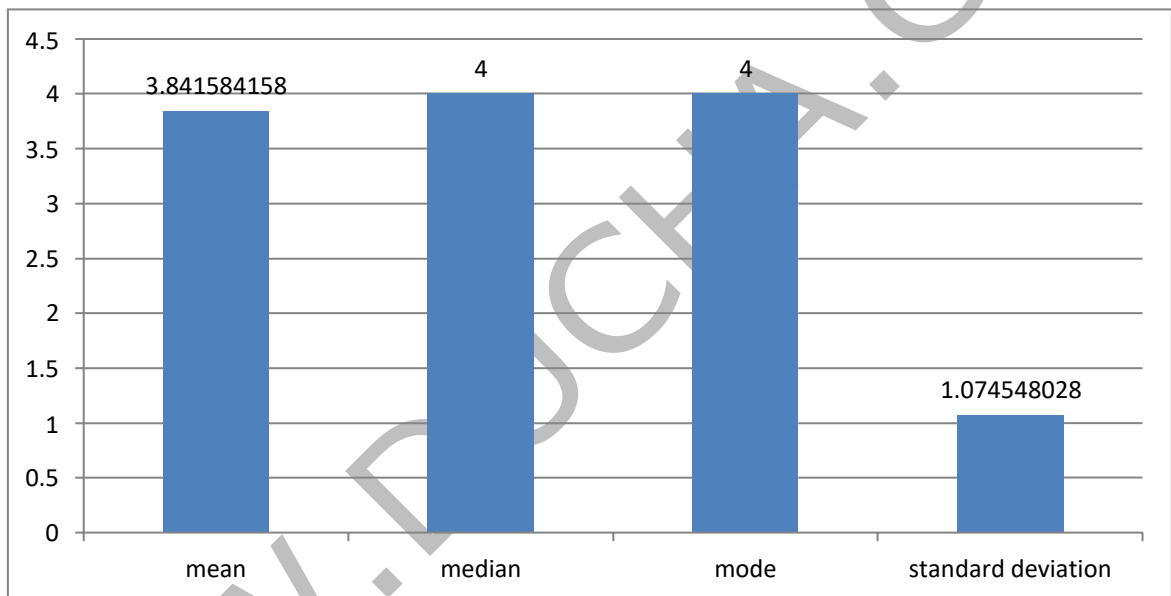
Interpretation – based on descriptive data respondents believe that digital media provides huge information as compared to the traditional marketing as the mean is 3.841 which suggests that people were in favour of digital media as a source of information and mode was 4 which means "agree" was chosen highest times by respondents

30

Do You Click On The Ad Which Pops Up When You Browse Something?

Options	No. of response	Percentage %
Strongly disagree	10	10
Disagree	13	13
Neutral	19	19
Agree	32	32
Strongly agree	26	26

Do You Click On The Ad Which Pops Up When You Browse Something?
100 responses
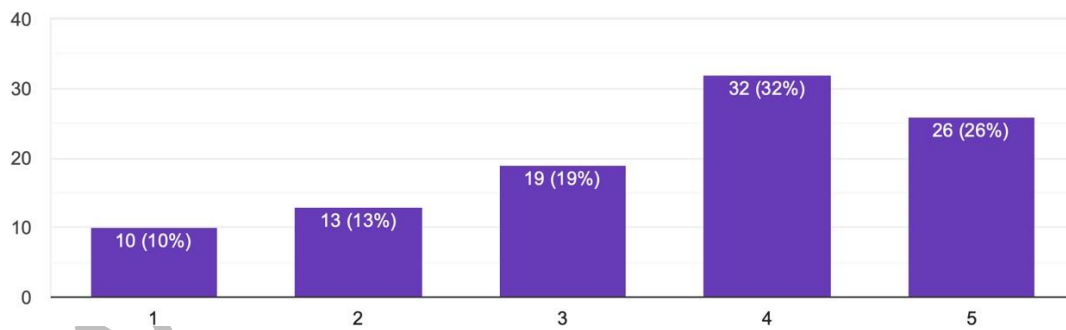
S.NO.	Factors	mean	Median	Mode	Standard Deviation
2	Do You Click On The Ad Which Pops Up When You Browse Something?	3.83 164	4	4	1.1786523

5-point Likert scale; 1 = strongly disagree, 5 = strongly agree
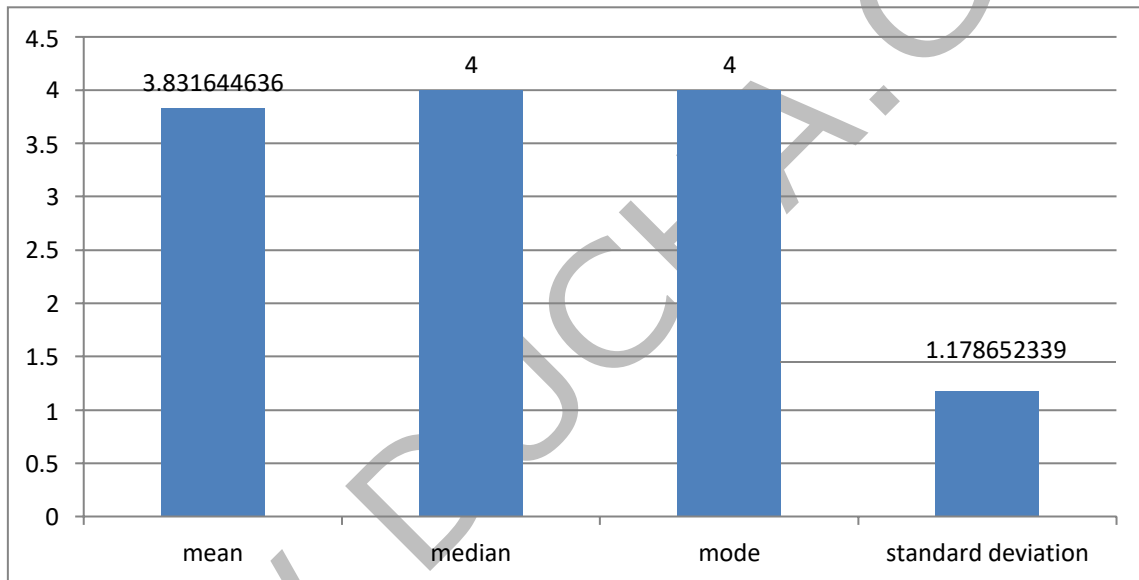
Interpretation- Based on the data in table (M=3.83 SD=1.17) it suggests that most of the people are intrigued by the ads which pops up because it is attractive and falls under digital marketing. As ads plays integral role in the fashion industry it is generally the drivers of the sales and according to the responses many people are influenced by ads.

Do You Follow Any Fashion Influencers On Social Media (Photographers, Models, Bloggers)?

Options	No. of response	Percentage %
Strongly disagree	11	11
Disagree	7	7
Neutral	24	24
Agree	22	22
Strongly agree	36	36

Do You Follow Any Fashion Influencers On Social Media (Photographers, Models, Bloggers)?
100 responses

33
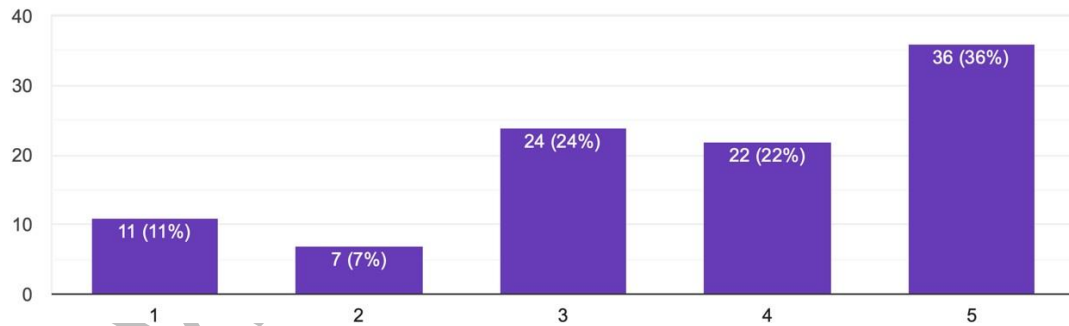
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Do you Copy Fashion from Social Networking Sites?

Options	No. of response	Percentage %
Strongly disagree	6	6
Disagree	8	8
Neutral	23	23
Agree	42	42
Strongly agree	21	21

Do you Copy Fashion from Social Networking Sites?
100 responses
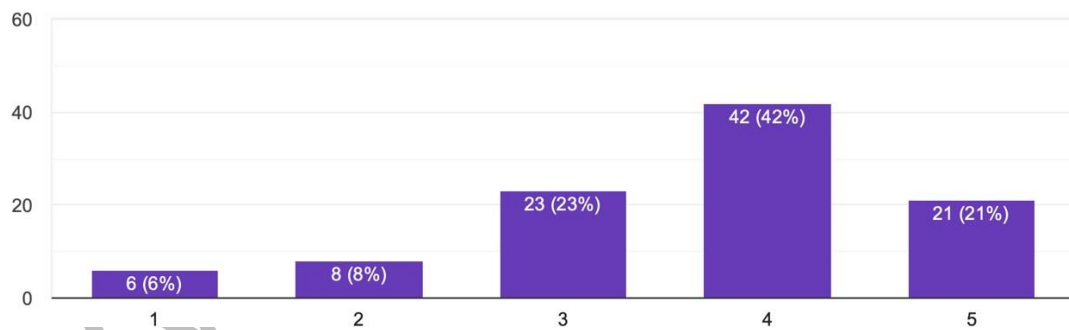
S.NO.	Factors	mean	Median	Mode	Standard Deviation
4	Do you Copy Fashion from Social Networking Sites?	3.539246	4	4	1.136928

5-point Likert scale; 1 = strongly disagree, 5 = strongly agree
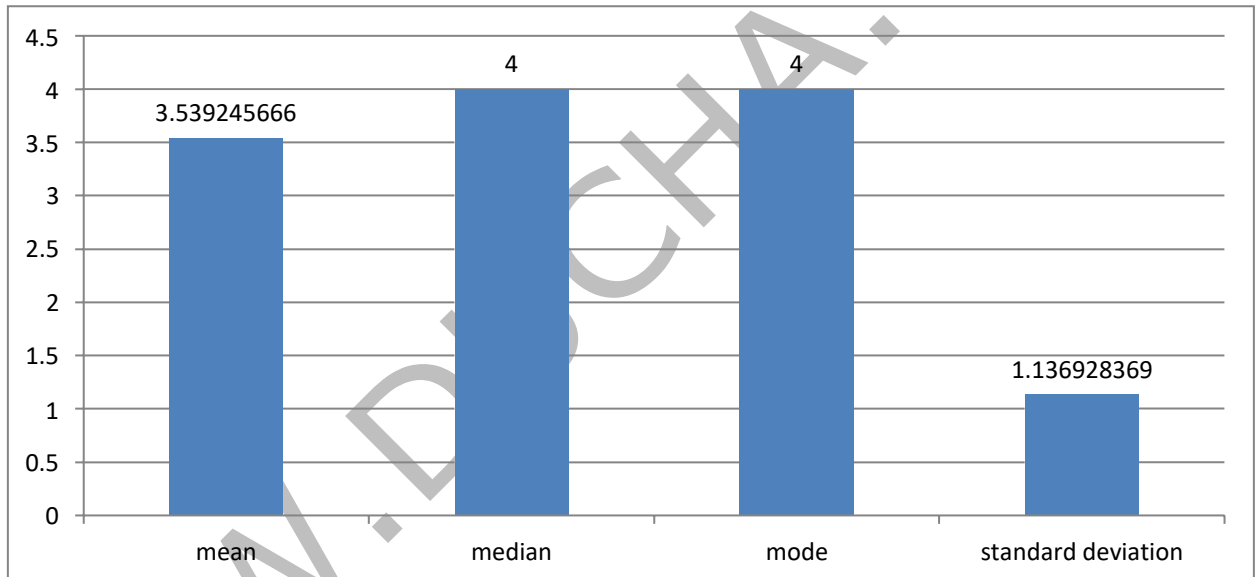
Interpretation-(M=3.53 SD=1.13) this is suggests that people imitate fashion from the social media as mean was quiet high and many people were agree with the abovestatement standard deviation is on the lower side which suggests that the most of the numbers are close to the average and less numbers are spread out this also indicates that the data is reliable

36

Do you feel digital marketing is more interactive as compared to traditional marketing?

Options	No. of response	Percentage %
Strongly disagree	7	7
Disagree	7	7
Neutral	12	12
Agree	38	38
Strongly agree	36	36

Do you feel digital marketing is more interactive as compared to traditional marketing?
100 responses
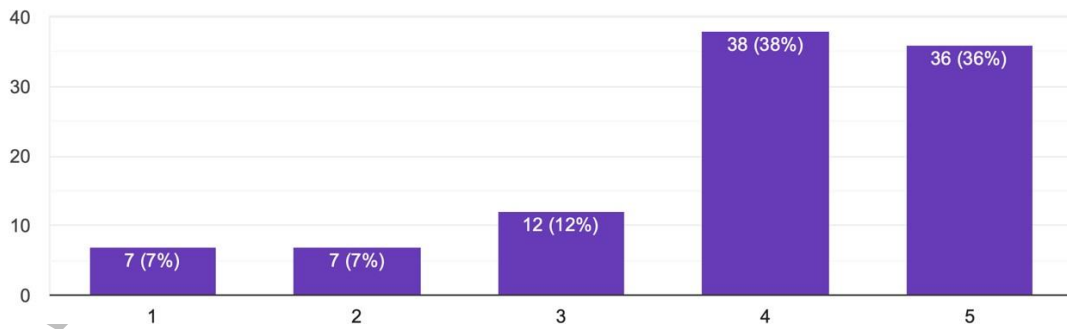
S.NO.	Factors	mean	Median	Mode	Standard Deviation
5	Do you feel digital marketing is more interactive as compared to traditional marketing?	3.89	4	4	1.17975344

5-point Likert scale; 1 = strongly disagree, 5 = strongly agree
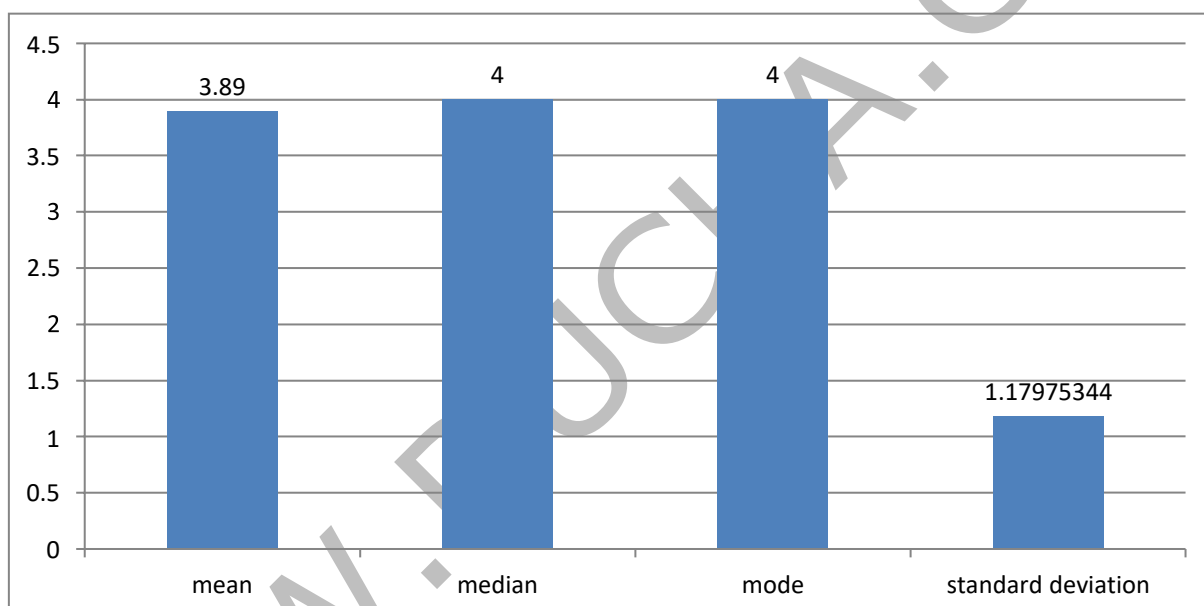
Interpretation-(M=3.89 SD=1.17) this suggests that many people are willing with this proposition and thinks that digital marketing is more interactive then the traditional marketing as digital marketing contains tools as "Chabot's" and regular feedbacks which enhances the process of communication

Customers' reviews available over digital channels help us in evaluating the fashion brand.

| Options	No. of response	Percentage %
Strongly disagree	4	4
Disagree	11	11
Neutral	12	12
Agree	42	42
Strongly agree	31	31

Customers' reviews available over digital channels help us in evaluating the fashion brand.
100 responses
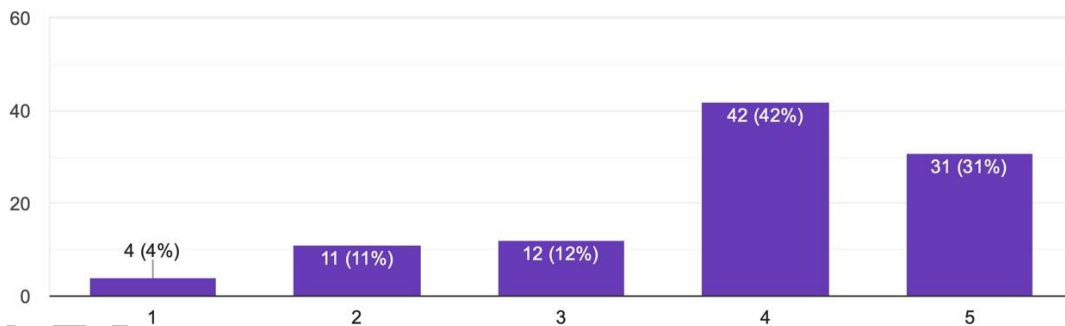
S.NO.	Factors	mean	Median	Mode	Standard Deviation
6	Customers' reviews available over digital channels help us in evaluating the fashion brand.	3.649496 536	4	4	1.2686331 17

5-point Likert scale; 1 = strongly disagree, 5 = strongly agree
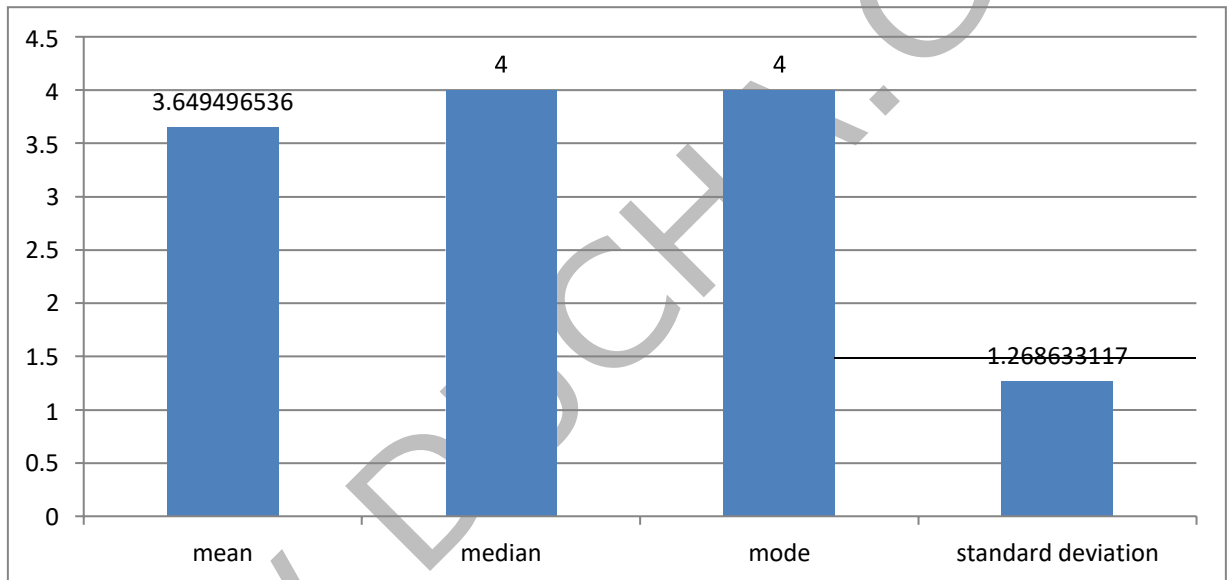
Interpretation- this suggests that many people evaluate the fashion brand by reading

customers review on social media network as the mode is 4 which says that many

people answered "agree" and reviews help them to analyse the brand in effective way

,mean is high and standard deviation is on the neutral side which suggests people were

having mixed reaction.

Can you easily compare the various fashion brands over digital media as compared to traditional media.

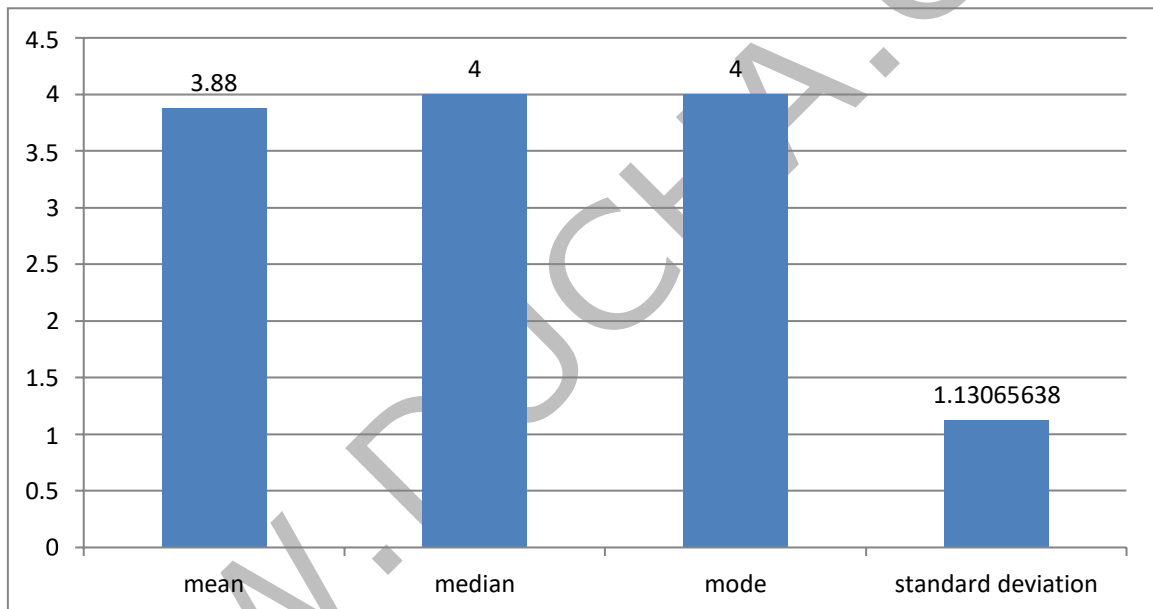| Options	No. of response	Percentage %
Strongly disagree	4	4
Disagree	11	11
Neutral	13	13
Agree	37	37
Strongly agree	35	35

Can you easily compare the various fashion brands over digital media as compared to traditional media.
100 responses
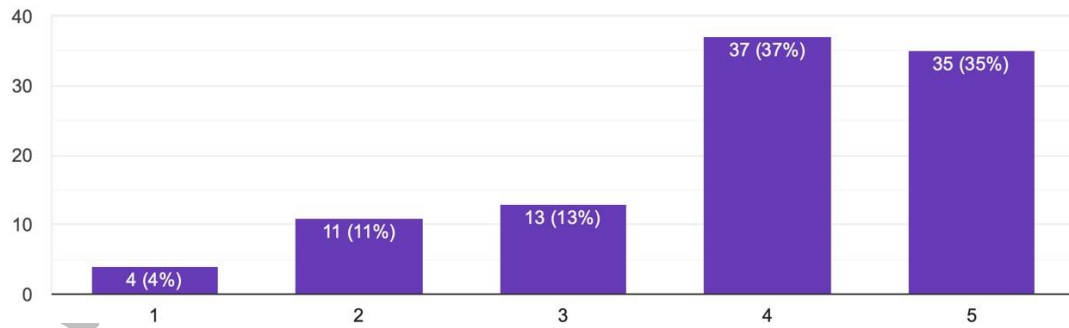
S.NO.	Factors	mean	Median	Mode	Standard Deviation
7	Can you easily compare the various fashion brands over digital media as compared to traditional media?	3.88	4	4	1.13065638

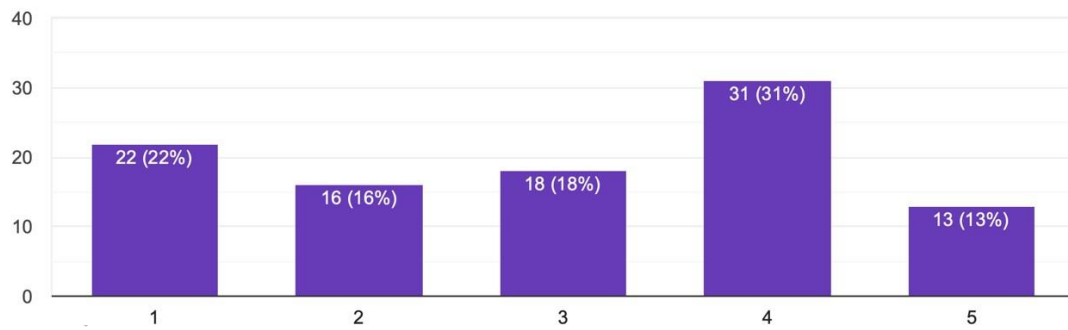5-point Likert scale; 1 = strongly disagree, 5 = strongly agree

Interpretation – high mean and low standard deviation explains that people are in the favor of this assertion and it is easily concluded that people can swiftly compare the various fashion brands over digital media as compared to traditional media and mode 4 suggests that many people filled "agree" in the questionnaire

Do you think dress purchased through digital channel has inferior quality as compared to dress purchased through physical stores

Options	No. of response	Percentage %
Strongly disagree	22	22
Disagree	16	16
Neutral	18	18
Agree	31	31
Strongly agree	13	13

Do you think dress purchased through digital channel has inferior quality as compared to dress purchased through physical stores
100 responses

S.NO.	Factor	mean	Median	Mode	Standard Deviation
8	Do you think dress purchased through digital channel has inferior quality as compared to dress purchased through physical stores	2.980198	3	4	1.370986

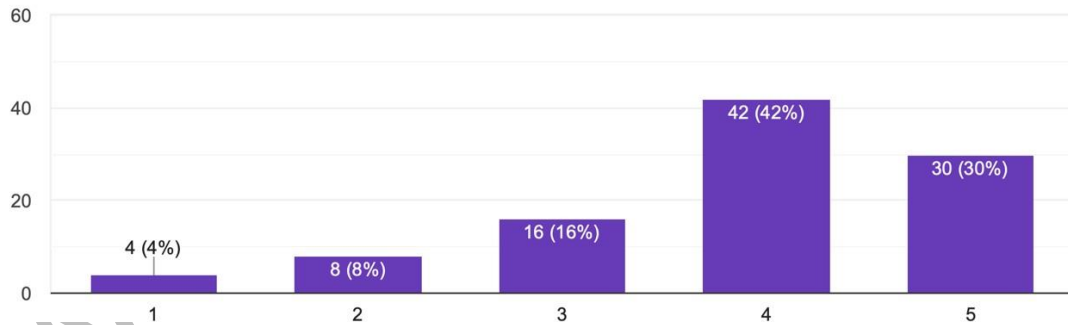5-point Likert scale; 1 = strongly disagree, 5 = strongly agree
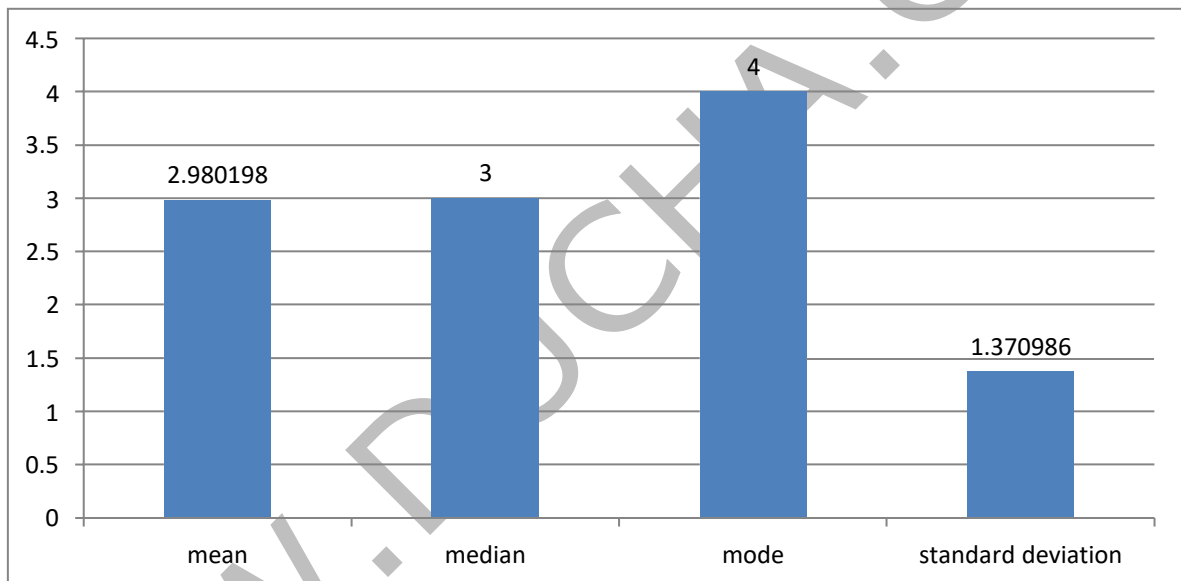
Interpretation-there was a shocking result as people were not satisfied with the quality of the products sold digitally as on the pages of social networking sites the picture are shown attractively which entices the customer to buy there is lack of touchpoints which creates this problem as people are not able to touch the product before buying it so there for people find the quality inferior. Mean is below 3 and standard deviation is high which suggests that the quality is low.

44

Do you think digital media reduces the time taken for collecting necessary information while buying a dress

| Options	No. of response	Percentage %
Strongly disagree	4	4
Disagree	8	8
Neutral	16	16
Agree	42	42
Strongly agree	30	30

Do you think digital media reduces the time taken for collecting necessary information while buying a dress

100 responses

S.NO.	Factors	mean	Median	Mode	Standard Deviation
9	Do you think digital media reduces the time taken for collecting necessary information while buying a dress	3.86138	4	4	1.058581

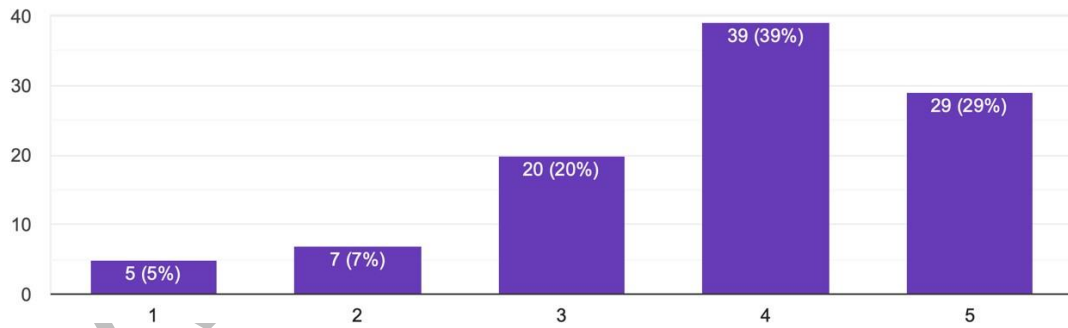5-point Likert scale; 1 = strongly disagree, 5 = strongly agree
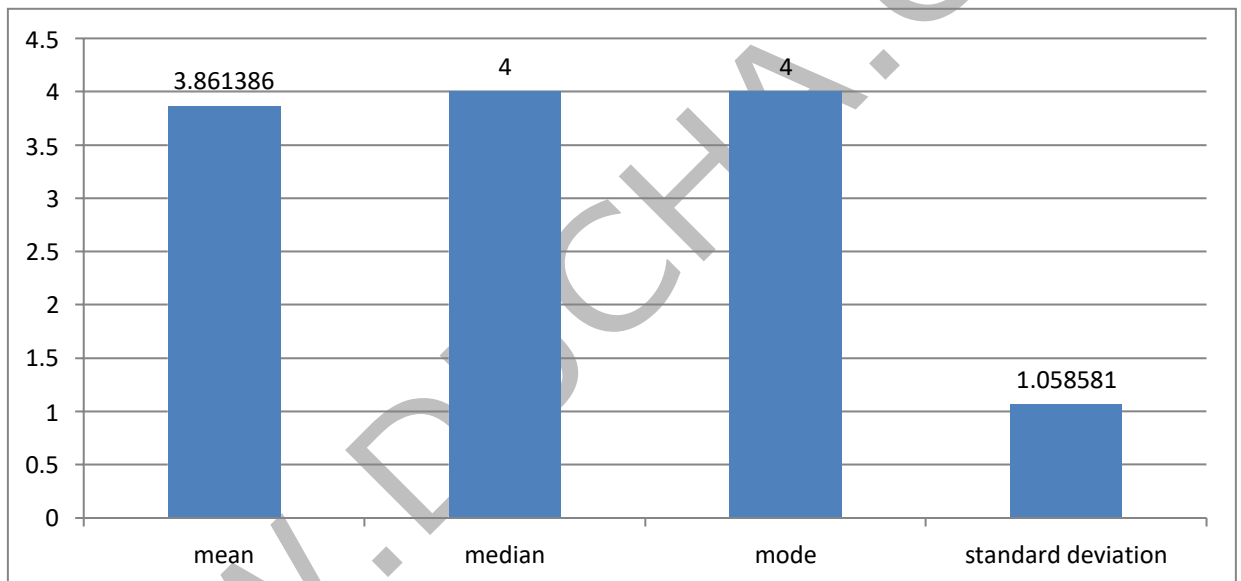
Interpretation- this suggests that time is reduced in buying the dress as compared to traditional marketing and due to presence of extensive variety the person is able to make the decision swiftly. Mean is quiet high and standard deviation is low which suggests that people agree with this statement.

Can you get the best value deal for a dress on digital and social media?

| Options	No. of response	Percentage %
Strongly disagree	5	5
Disagree	7	7
Neutral	20	20
Agree	39	39
Strongly agree	29	29

Can you get the best value deal for a dress on digital and social media
100 responses

S.NO.	Factors	mean	Median	Mode	Standard Deviation
10	Can you get the best value deal for a dress on digital and social media?	3.792079	4	4	1.089191

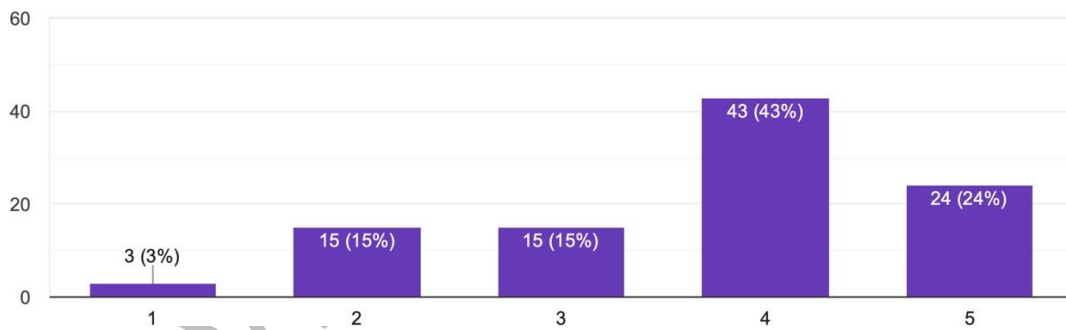5-point Likert scale; 1 = strongly disagree, 5 = strongly agree
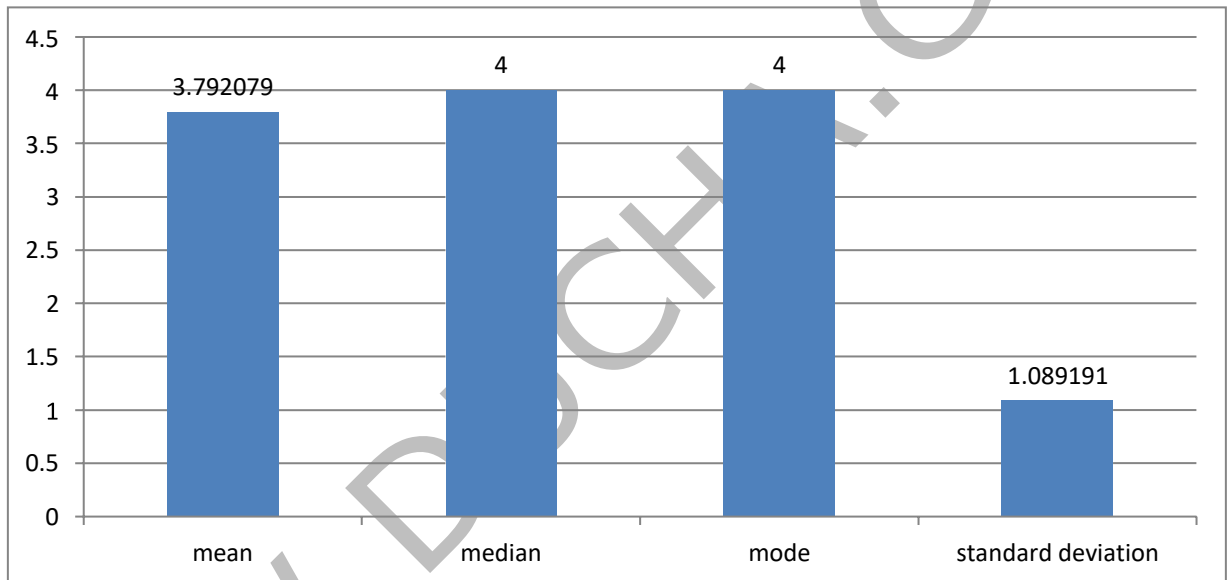
Interpretation-(M=3.79 SD=1.08) this indicates that people get best deal for the dress as compared to physical stores and many people were willing with this statement as the mean is high and SD is below 1.3 which suggests that many people were in consent of this statement . social media has reduced time and subsequently decreased the cost of purchasing the dress.

Do you think buying clothes from social media is reliable?

| Options	No. of response	Percentage %
Strongly disagree	3	3
Disagree	15	15
Neutral	15	15
Agree	43	43
Strongly agree	24	24

Do you think buying clothes from social media is reliable?
100 responses

S.NO.	Factors	mean	Median	Mode	Standard Deviation
11	Do you think buying clothes from social media is reliable?	3.6734	4	4	1.08195613

5-point Likert scale; 1 = strongly disagree, 5 = strongly agree
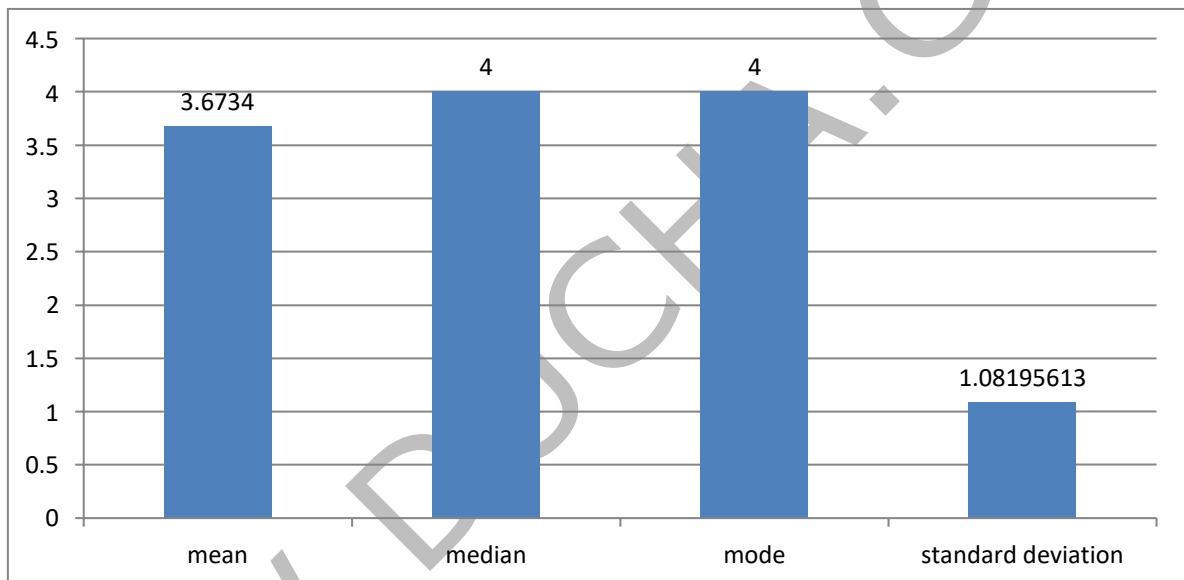

Interpretation- people were in the favor of the proposition and thinks that it is reliable to purchase the clothes from social media standard deviation is quiet low (1.08) which states that people were having the same thoughts and it can be concluded that it is safe to buy clothes from social media.

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S.NO.	Factors	mean	Median	Mode	Standard Deviation
12	Do you find digital fashion advertisements to be misleading?	2.950495	3	4	1.458604

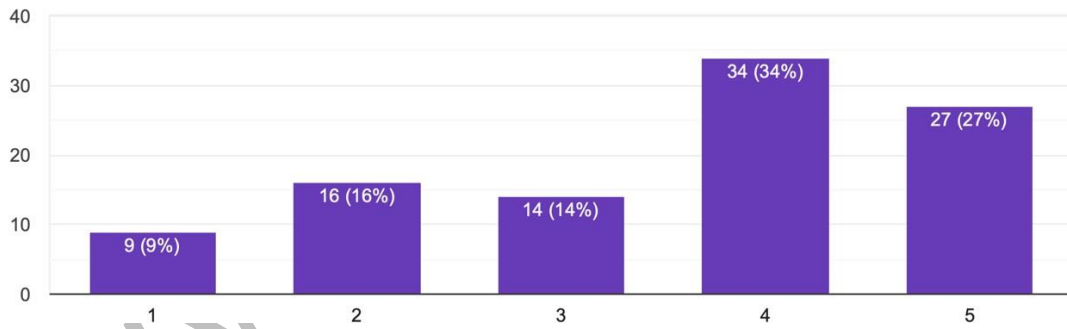5-point Likert scale; 1 = strongly disagree, 5 = strongly agree
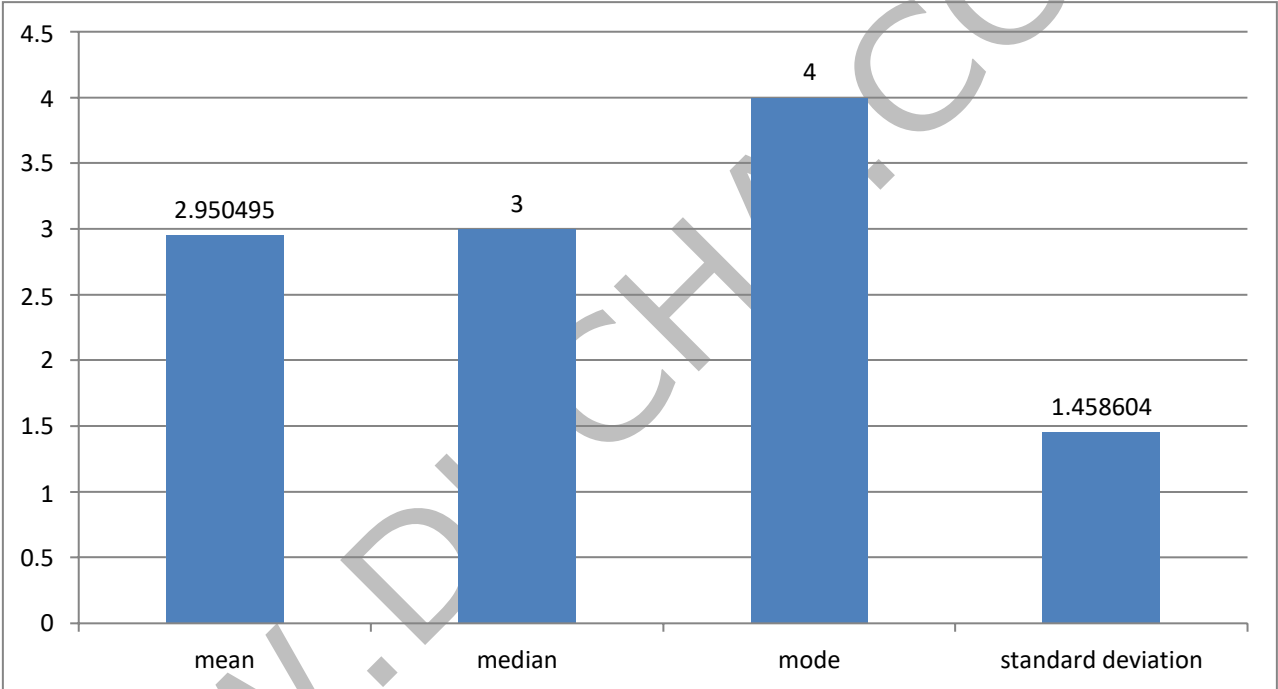
Interpretation- many people found the advertisements to be misleading which resulted in the mean less than 3 and median was found to be 3 which means that many people says that the digital advertisements can lead to privacy issues moreover the standard deviation was 1.45 which is quiet high and suggests that people were confused about the statement.

Do you read the mails sent to you by the fashion brands and have you subscribed to their newsletters?

Options	No. of response	Percentage %
Strongly disagree	9	9
Disagree	16	16
Neutral	14	14
Agree	34	34
Strongly agree	27	27

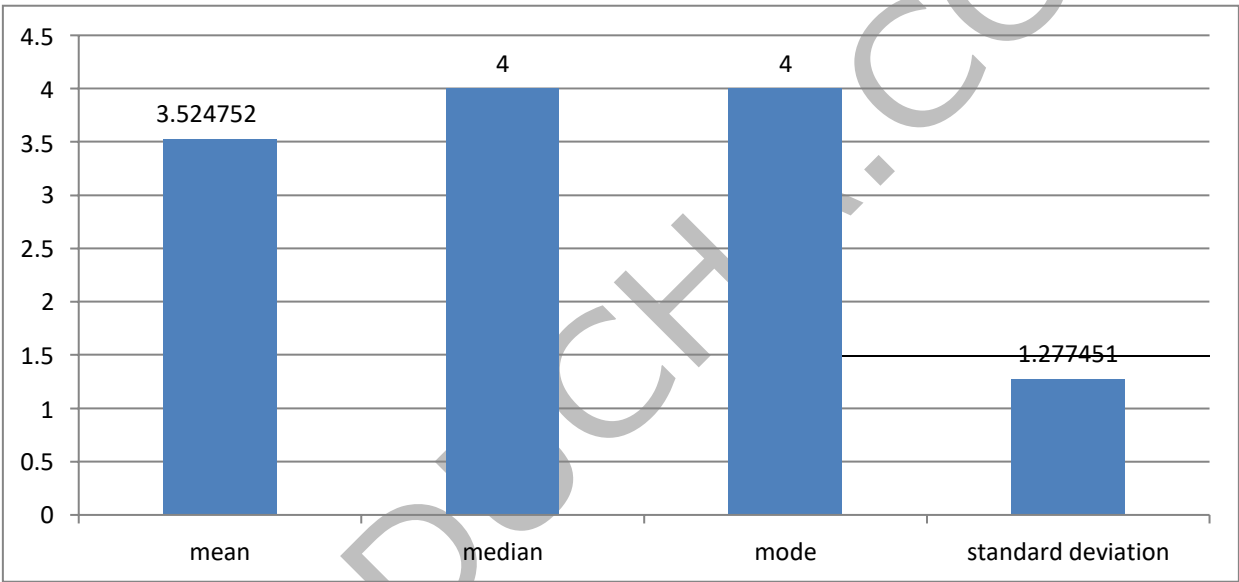Do you read the mails sent to you by the fashion brands?
100 responses

S.NO.	Factors	mean	Median	Mode	Standard Deviation
13	Do you read the mails sent to you by the fashion brands and have you subscribed to their newsletters?	3.524752	4	4	1.277451

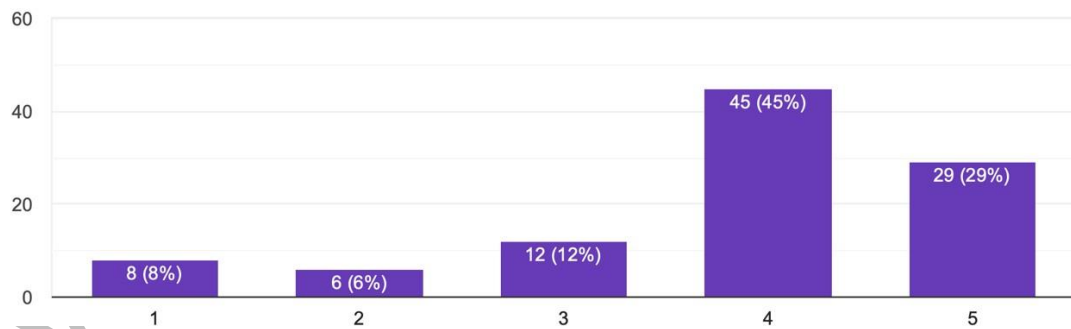5-point Likert scale; 1 = strongly disagree, 5 = strongly agree

Interpretation--(M=3.52 SD=1.27) suggests that people read the mails sent by the fashion company and have subscribed to the newsletter which provide them essential information about the new launches, offers, discounts etc. mean is high which indicated that the people are willing with this statement and mode 4 says that majorityof people agrees with the statement and regularly reads the mail sent by the company to keep them-selves updated.

Does the easiness of using social media motivates you to use it more than traditional media while buying dress?

| Options	No. of response	Percentage %
Strongly disagree	8	8
Disagree	6	6
Neutral	12	12
Agree	45	45
Strongly agree	29	29

Does the easiness of using social media motivates you to use it more than traditional media while buying dress?

100 responses

S.NO.	Factors	mean	Median	Mode	Standard Deviation
14	Does the easiness of using social media motivates you to use it more than traditional media while buying dress?	3.81	4	4	1.16076429

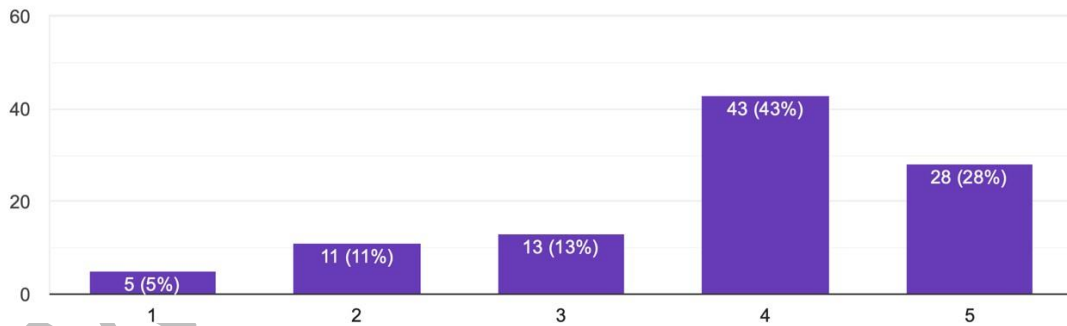5-point Likert scale; 1 = strongly disagree, 5 = strongly agree
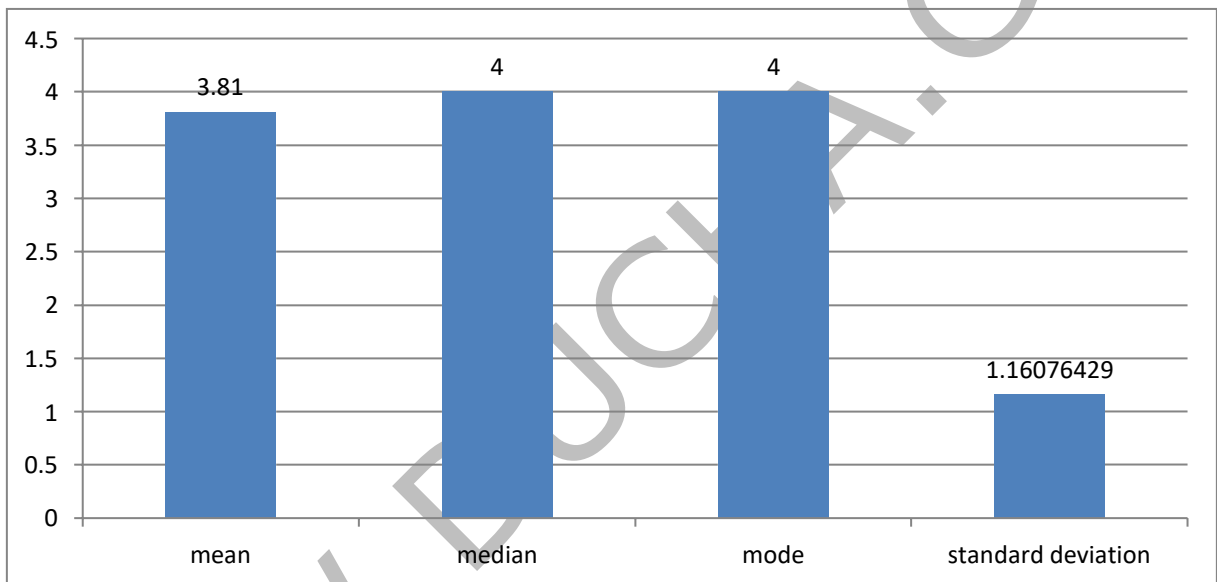
Interpretation- high mode coupled with low standard deviation suggests that social media is quiet easy and motivates people to buy clothes mode 4 explains the willingness of the people with this proposition

The cost involved in searching information about dress over digital media is less as compared to traditional media?

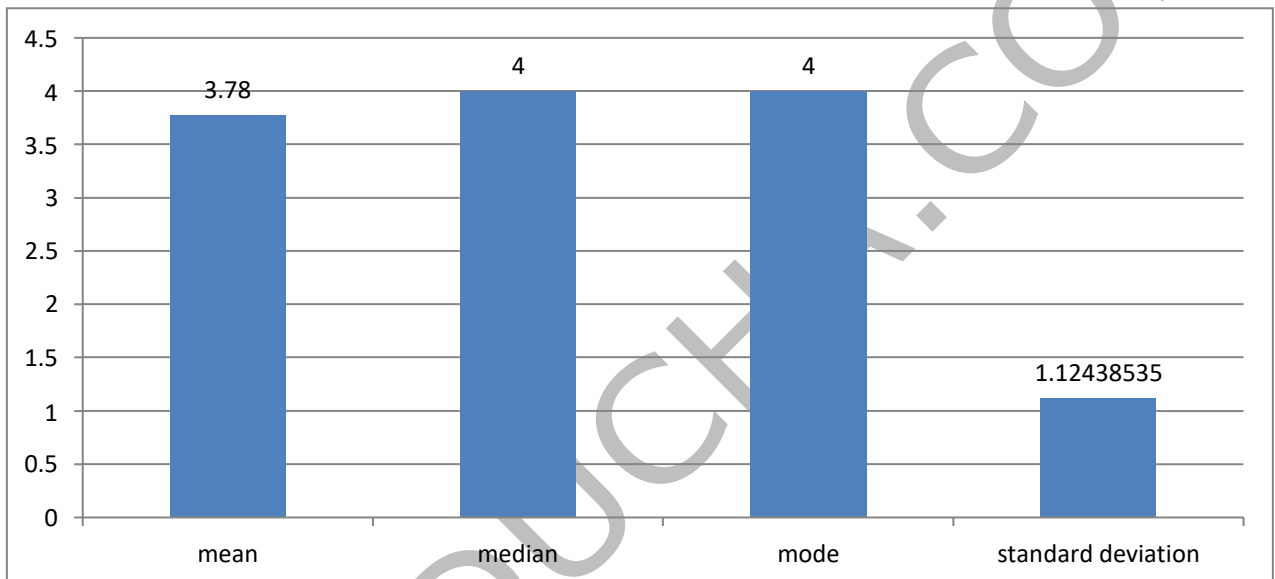| Options	No. of response	Percentage %
Strongly disagree	5	5
Disagree	11	11
Neutral	13	13
Agree	43	43
Strongly agree	28	28

The cost involved in searching information about dress over digital media is less as compared to traditional media

100 responses

S.NO.	Factors	mean	Median	Mode	Standard Deviation
15	The cost involved in searching information about dress over digital media is less as compared to traditional media?	3.78	4	4	1.12438535

5-point Likert scale; 1 = strongly disagree, 5 = strongly agree


Interpretation-(M=3.78 SD=1.124) tells that people are in the favor of the assertion and thinks that less cost is involved in in searching information about dress over digital media as it reduces many hindrances like transportation , traffic etc mode 4 suggests that majority of people responded "agree" on this question

Does the editor's picks on e-commerce and social site influence you to buy the product?

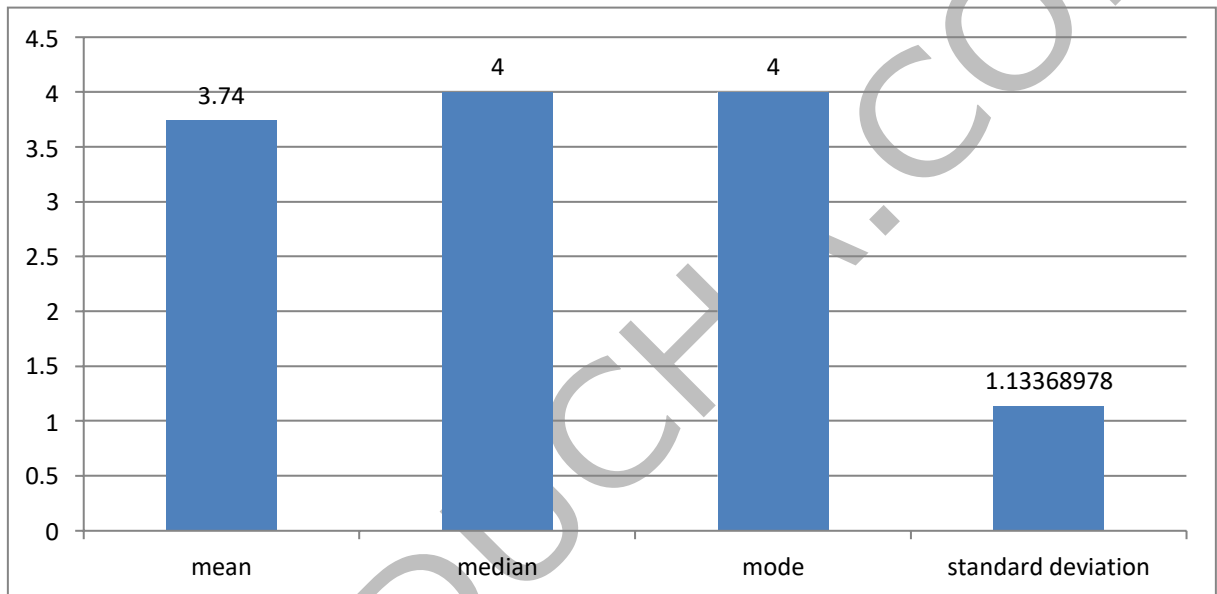| Options	No. of response	Percentage %
Strongly disagree	6	6
Disagree	8	8
Neutral	20	20
Agree	38	38
Strongly agree	28	28

Does the editor's picks on e-commerce and social site influence you to buy the product?
100 responses
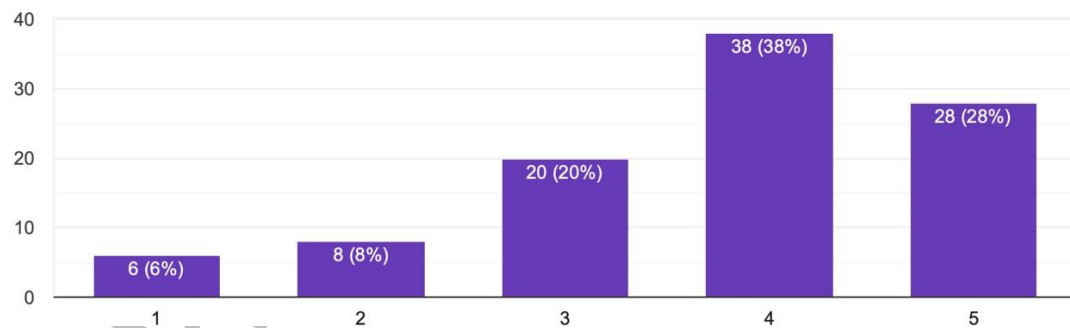
S.NO.	Factors	mean	Median	Mode	Standard Deviation
16	Does the editor's picks on e-commerce and social site influence you to buy the product?	3.74	4	4	1.13368978

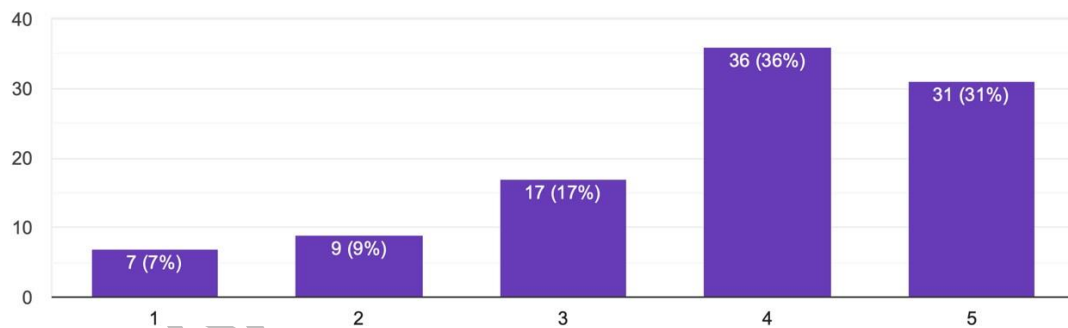5-point Likert scale; 1 = strongly disagree, 5 = strongly agree

Interpretation-mean 3.74 suggests that majority of the people accept this proposition

and says that editor's picks on e-commerce and social site influence us to buy the product

standard deviation 1.13 explains that the data is relevant and people were having the

same thoughts.

Do you get attracted by the digital coupon which pops up when you browse dress?

| Options	No. of response	Percentage %
Strongly disagree	7	7
Disagree	9	9
Neutral	17	17
Agree	36	36
Strongly agree	31	31

Do you get attracted by the digital coupon which pops up when you browse dress?
100 responses

S.NO.	Factors	mean	Median	Mode	Standard Deviation
17	Do you get attracted by the digital coupon which pops up when you browse dress?	3.75	4	4	1.19235782

5-point Likert scale; 1 = strongly disagree, 5 = strongly agree
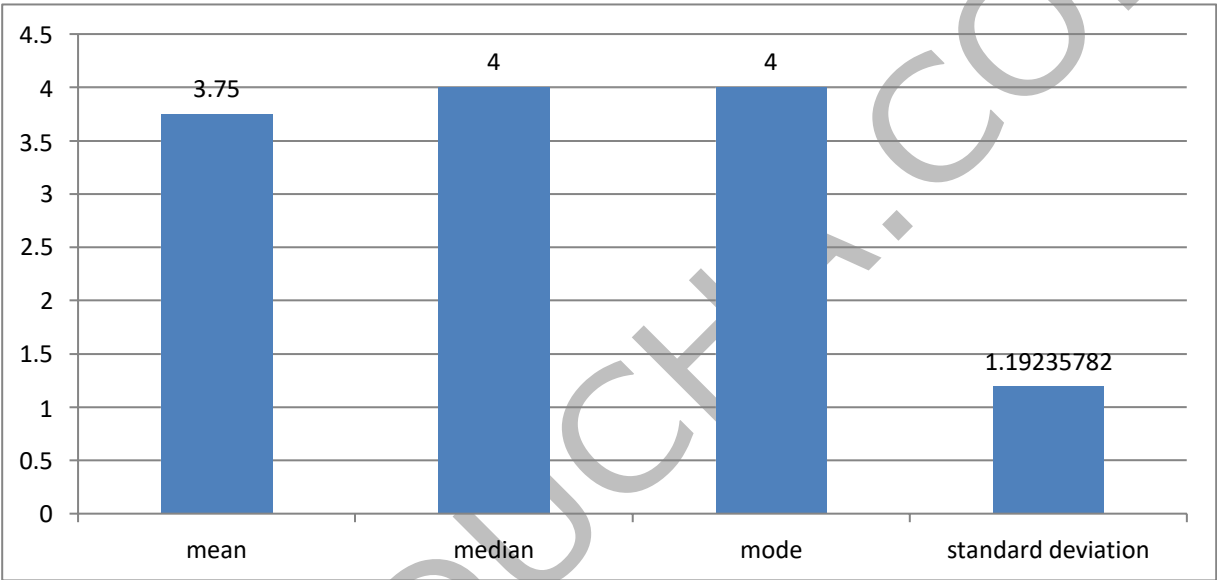
Interpretation-(M=3.75 SD=1.19) tells that people gets attracted by the digital coupon

and it motivates them to buy the product which helps the organization to increase its

market share moreover by using these coupons company can increase its brand value .
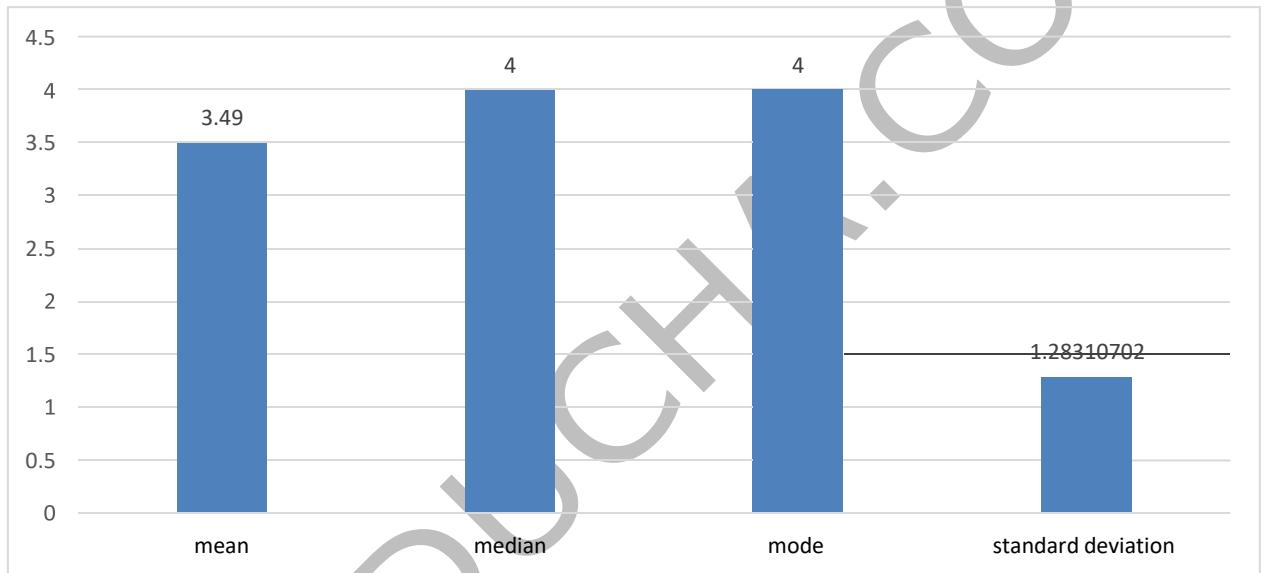
Standard deviation 1.19 concludes that the data is concentrated near the mean

62

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S.NO.	Factors	mean	Median	Mode	Standard Deviation
18	Do celebrities have an influence on what you wear?	3.49	4	4	1.28310702

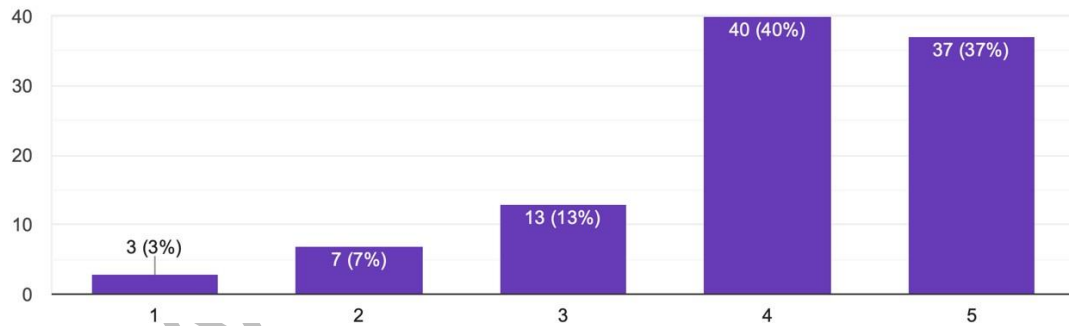5-point Likert scale; 1 = strongly disagree, 5 = strongly agree

Interpretation-(M=3.49 SD=1.28) suggests that people follow celebrities and are influenced by their habiliments as they play key role facilitating new fashion trends in the industry mean is 3.49 which tells that people are willing with this assertion and mode 4 explains that majority of people "agreed" with this proposition.

Do you think digital and social media marketing plays imperative role in increasing the sales of the fashion industry?

| Options	No. of response	Percentage %
Strongly disagree	3	3
Disagree	7	7
Neutral	13	13
Agree	40	40
Strongly agree	37	37

Do you think digital and social media marketing plays imperative role in increasing the sales of the company?

100 responses

S.NO.	Factors	mean	Median	Mode	Standard Deviation
19	Do you think digital and social media marketing plays imperative role in increasing the sales of the fashion industry?	4.01980	4	4	1.02971

5-point Likert scale; 1 = strongly disagree, 5 = strongly agree
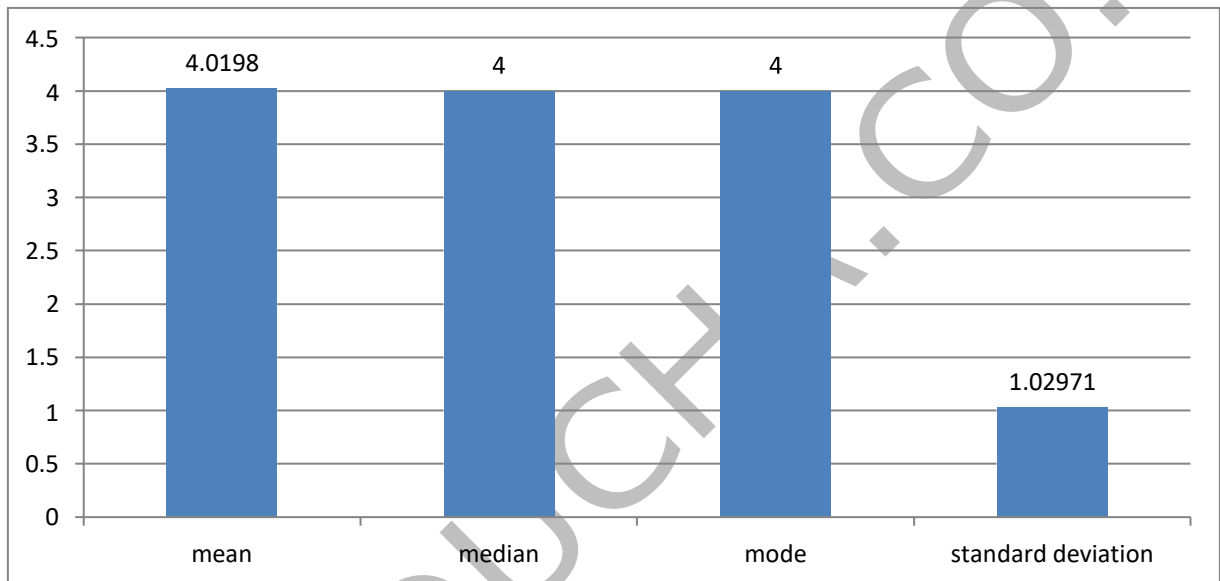
Interpretation- the findings indicate that people agree with this statement and thinks that digital marketing plays indispensable role In accelerating the sales of the organisation. mode is 4 which suggests that many people answered "agree" moreover the standard deviation was quiet low which iterates that many people were willing that digital and social media marketing plays pivotal role in the growth of the company.

Chapter-4

Summary and Conclusions

Findings of the study:

As we know the world and society's daily life changes at odds and fast pace, in order to cope up with the timely changes an individual must have an active presence. When it comes to social media it is even more essential and important to stay active with the evolving technological online outlets. With the accessibility of social media to everyone, the fashion industry is gaining a new platform of emerging designers, stylists and fashionist as who are self styling their own voice and career.

Today with the emergence of social media and online platforms, people are using their voices and posting comments and opinions on fashion. This enables the individuals who are interested in fashion but have limited fashion knowledge, to break into the industry due to the recent shift of evolving designers collaborations with fashion bloggers. In brief social media plays imperative role in fashion industry Social media has transformed the shopping processes. From research to brand interactions to actual purchasing processes, the entire situation has seen a significant change. And I for one absolutely love it.

According to my data analysis of the collected data, here are the following findings of the study:

A. This study viewed the impact of social networking sites and how the social networking sites influence youth in their fashion preferences. Since Social Networking Sites can provide all the ways and means to develop personal and social aspects, the young people have to explore the potentialities of these sites. Social Networking Sites influence the lifestyle of youth so that the fashion brands and fashion industries can exploit the space of Social Networking Sites to promote their fashion styles, trends among youth.

B. The customers themselves have reported the ease of gaining information and details online. Facebook, Instagram and various other social networking sites are common modes of spreading the fashion news and awareness regarding new collection and trends within the fashion industry.

C. The results of this study highlighted the role of Social Media, which has a huge impact on the consumer and fashion industry relationship.

D. In general, the study showed strong, positive, significant effect of fashion related media, including social networks (e.g., Facebook, Twitter, and MySpace), magazines, newspapers, and blogs with the customer behaviour

Limitations of the study

a) The research is only applicable to the West Bengal area.

b) The research is done on the basis of data provided by the respondents.

c) The questionnaire is designed based on our research objectives.

d) The interviewees may have responded in a ways that were not completely truthful

e) One of the major limitations can be attributed to the bias that often comes with utilizing a convenience sample

Suggestions & Scope for further study

After studying the impact of digital marketing in fashion industry we can say that digital marketing and fashion industry have strong relativity the same study can be done for other fields as well In fact, Social Networking Sites are fast emerging as powerful and unparalleled tools to share information, shape opinions, connect people across domains and cultures, bring participation, and above all to communicate as never before. This is just the beginning. Social Networking Sites are still at a very nascent stage and communities across the world are just beginning to understand the potential of this medium to impact discourse and communication.

Chapter-5

Recommendations

The user must include an active online presence consistently to acquire reliable consumers as a brand, utilizing the fashion industry and its professionals for possible collaborations, and to effectively communicate with the consumers by staying in - tune with the latest internet trends and creating

The company should use these digital platforms more extensively because only 35% of companies use digital marketing as a instrument to persuade customers

The internet availability should be increased so that the companies in remote areas should have online presence

User friendly websites should be designed so that no nothing customer can also use it effectively

70

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Questionnaire-

Following is the main qustions used for the research project -

Q1. Does Digital Media Provides Huge Quantity Of Information About A Fashion As Compared To Traditional Marketing?

     a) Strongly Disagree

     b) Agree

     c) Neither agree nor disagree

     d) Disagree

     e) Strongly Agree

Q2. Do You Click On The Ad Which Pops Up When You Browse Something?

     a) Strongly Disagree

     b) Agree

     c) Neither agree nor disagree

     d) Disagree

     e) Strongly Agree

Q3. Do You Follow Any Fashion Influencers On Social Media (Photographers, Models, Bloggers)?

     a) Strongly Disagree

     b) Agree

c) Neither agree nor disagree

d) Disagree

e) Strongly Agree

Q4. Do you Copy Fashion from Social Networking Sites?

    a) Strongly Disagree

    b) Agree

    c) Neither agree nor disagree

    d) Disagree

    e) Strongly Agree

Q5. Do you feel digital marketing is more interactive as compared to traditional marketing?

    a) Strongly Disagree

    b) Agree

    c) Neither agree nor disagree

    d) Disagree

    e) Strongly Agree

Q6. Customers' reviews available over digital channels help us in evaluating the fashion brand.

    a) Strongly Disagree

    b) Agree

    c) Neither agree nor disagree

    d) Disagree

    e) Strongly Agree

Q7. Can you easily compare the various fashion brands over digital media as compared to traditional media ?

- a) Strongly Disagree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree
- e) Strongly Agree

Q8. Do you think dress purchased through digital channel has inferior quality as compared to dress purchased through physical stores

- a) Strongly Disagree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree
- e) Strongly disagree

Q9. Do you think digital media reduces the time taken for collecting necessary information while buying a dress

- a) Strongly Disagree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree
- e) Strongly disagree

Q.10 Can you get the best value deal for a dress on digital and social media?

- a) Strongly Disagree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree

74

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d) Disagree

e) Strongly disagree

Q15. The cost involved in searching information about dress over digital media is less as compared to traditional media ?

    a) Strongly Disagree

    b) Agree

    c) Neither agree nor disagree

    d) Disagree

    e) Strongly disagree

Q16. Does the editor's picks on e-commerce and social site influence you to buy the product?

    a) Strongly Disagree

    b) Agree

    c) Neither agree nor disagree

    d) Disagree

    e) Strongly disagree

Q17. Do you get attracted by the digital coupon which pops up when you browse dress?

a) Strongly Disagree

b) Agree

c) Neither agree nor disagree

d) Disagree

e) Strongly disagree

Do celebrities have an influence on what you wear?

a) Strongly Disagree

b) Agree

c) Neither agree nor disagree

d) Disagree

e) Strongly disagree

Do you think digital and social media marketing plays imperative role in increasing the sales of the fashion industry?

a) Strongly Disagree

b) Agree

c) Neither agree nor disagree

d) Disagree

e) Strongly disagree