A RETAIL BUSINESS DEVELOPMENT APPROACH TO BUILD A DESIGNER

GARMENT BRAND POWERED BY DIGITAL MARKETING

by

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Dedication

In Loving Memory of My Mom and Dad,

Who shared a dream and found joy in my achievements,

And to my Loving Wife,

My constant source of motivation and strength.

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do."

-Steve Jobs

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I take this opportunity to express my heartfelt gratitude to the forces of the universe, the superpower that has continually blessed me with the best people, opportunities, a sharp mind, and good health. With this divine support, I embark on the journey of life with a resolute commitment to excel in every way possible, aspiring to inspire and support those who surround me.

I owe my existence today to the contributions of numerous individuals who have played an integral role in shaping my path. At this moment, I acknowledge and extend my deep appreciation to every one of them.

For my research, I would like to offer special mention and gratitude to my mentor, Dr. Anna Provodnikova, whose unwavering support, guidance, and wisdom have been invaluable on this academic journey.

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This thesis is a culmination of the collective effort, wisdom, and support of many, and I am truly grateful for the privilege to have been on this remarkable journey with you all.

ABSTRACT

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2023

Dissertation Chair: <Chair's Name>
Co-Chair: <If applicable. Co-Chair's Name>

The fashion industry is a major contributor to the global economy and is even ahead of other prominent sectors like the automobile and energy sectors. Fashion brands are constantly adapting and reinventing their marketing and business strategies to approach emerging markets that are eager to consume fashion. Digital marketing has become an essential tool for these leading brands to communicate with their younger audiences. The challenges faced by fashion companies include digitization, a saturated market, consumer 2.0, influencers, and a new way of communicating fashion that is more social and interactive. The visual nature of the fashion industry makes social media the most effective medium for its dissemination. The appearance of Web 2.0 and the Social Media phenomenon have modified the basic pillars of business communication in the fashion sector. The following work aims to provide an in-depth study of this new scenario and its impact on the fashion industry.

Digital marketing enables marketers to build relationships with customers through links, which can lead to increased brand awareness and loyalty. The use of different digital

marketing tools and techniques, such as search engine optimization, social media marketing, and email marketing, can help companies create a strong brand image and increase their sales and revenue. The objective of this dissertation is to devise a novel Retail Business Growth Blueprint for a Designer Garment Brand that takes into account the authentic aspirations of consumers, augmented by harnessing the potential of Digital Marketing. A Designer Brand can amplify its presence in both physical and virtual spheres concurrently, and cater to the precise demands of a patron, rather than resorting to mass production and design thrust tactics. In this research, we shall delve into the exquisite world of Fatiz Bridal Emporio - a designer fashion house that graced the industry in 2010 as a quaint boutique nestled in the charming tier 2 city of Thrissur, Kerala. Our focus shall be on its remarkable evolution to a formidable brand, now boasting a presence in eight diverse cities that include the bustling metropolises of Mumbai, Chennai, and Hyderabad.

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CHAPTER I:

INTRODUCTION

1.1 Introduction

The garment industry is undergoing a transformative period with the rise of digital technology and changing consumer behaviors. As consumers increasingly turn to online shopping and mobile platforms, garment businesses must adapt and utilize digital marketing strategies to build and promote their designer garment brands. With the growing number of consumers using smart devices and the popularity of e-commerce platforms, digital marketing plays a crucial role in reaching a wider audience and increasing brand visibility. By leveraging digital marketing techniques, retailers can not only increase their reach but also provide a personalized and relevant shopping experience for their customers. One of the key advantages of digital marketing in the garment industry is the ability to target specific consumer segments. By analyzing consumer data and using tools such as social media analytics, retailers can identify their target market and tailor their marketing campaigns accordingly. Additionally, digital marketing offers garment businesses the opportunity to showcase their designer garments through visually appealing content and storytelling. By utilizing platforms such as social media, websites, and online advertisements, retailers can showcase their brand's unique selling points and engage potential customers. Moreover, by Wang and Liu, (2022) the digital transformation of the garment industry has enabled businesses to offer customized and personalized products to meet the demands of consumers. Through digital marketing platforms and technologies, retailers can offer customization options and interactive features that allow customers to personalize their designer garments. This approach not only enhances customer satisfaction

but also sets the business apart from competitors by offering a unique and personalized experience. Furthermore, the adoption of digital marketing techniques enables garment businesses to build and nurture relationships with their customers. By utilizing email marketing campaigns, social media engagement, and personalized messaging, retailers can establish a direct line of communication with their customers.

This not only allows businesses to provide timely updates and promotions but also encourages customer loyalty and repeat business. By embracing a retail business development approach powered by digital marketing, designer garment brands can not only increase their visibility and reach a wider audience but also cater to the evolving needs and preferences of their customers. By embracing digital marketing techniques, designer garment brands can effectively showcase their unique offerings and engage with their target market.

This can lead to increased brand recognition, customer loyalty, and ultimately, higher sales and profitability for the business. Moreover, digital marketing allows businesses to track and measure their marketing efforts more accurately. This enables garment brands to assess the effectiveness of their campaigns and make data-driven decisions for future marketing strategies. As a result, a retail business that adopts a digital marketing approach can effectively build a designer garment brand by leveraging technology and online platforms. By utilizing the power of digital marketing and online advertisements, retailers in the designer garment industry can effectively showcase their brand's unique selling points and engage potential customers in a more targeted and personalized manner.

1.2 Research Problem

Numerous types of research have been carried out on consumer behavior, social media, marketing, and online shopping, among other related topics. In particular, we are investigating the success of a South Indian brand named Fatiz, which has established a chain of designer garments, starting from a humble boutique level. This brand has achieved remarkable growth, despite the scarcity of popular designers from this region. In essence, our study aims to shed light on the relatively understudied role of digital marketing in the expansion of retail businesses dealing in designer garments in South India. Fatiz, a brand that originated in Kerala, provides an excellent case study for our research, given its impressive trajectory from a small boutique to a thriving enterprise.

This thesis aims to create a Retail Business Development Model for a Designer Garment Brand that meets the authentic desires of customers, bolstered by the strength of Digital Marketing. The model proposes that Designer Brands can grow both their online and offline businesses simultaneously by offering precisely what a client desires, instead of relying on mass production and design push strategies. The study will focus on Fatiz, a Designer Garment brand that originated in 2010 as a small boutique in Thrissur, Kerala, and has since expanded to eight different cities, including major metropolises like Mumbai, Chennai, and Hyderabad. Over the last 11 years, Fatiz has produced over 60 thousand customized designer wears, achieving almost 98% customer satisfaction with almost 1 billion worth of business. Fatiz is adeptly leveraging the power of digital marketing and retail networks while also providing an opportunity for talented designers to work in various branches of the company (https://www.fatiz.com/). These designers receive professionalized inputs and training on customer handling, and they offer clients precisely what they desire to wear to a specific function without worrying about fabrics, embroideries, production management, logistics, etc. The company plans to achieve three-

fold growth over the next three years by expanding its retail network and aggressively pursuing online business through its website and social media. This study proposes an effective business development model for designer garment boutiques by benchmarking Fatiz and examining how they can expand their retail offline store networks and online business using effective digital marketing techniques. Finally provided the following contribution to establish a brand with support to novel strategies.

- Investigating specific digital marketing strategies' direct impact on retail business development.

- Analyzing real-world cases and data to provide current insights.

- Providing actionable recommendations for businesses based on contemporary trends.

- Enhancing knowledge of the intricacies of strategic decision-making in the retail sector.

- Providing tailored insights for designer garment brands to leverage digital platforms effectively.

- Bridging the gap in research regarding the role of digital marketing in high-end fashion retail.

- Analyzing both challenges and opportunities arising from changing consumer trends.

1.3 Purpose of Research

Within the context of this particular academic research project, the investigation will centre around the approach of Retail Business Development towards building a Designer Garment Brand which will be powered by Digital Marketing. The geographical focus of this study will be limited to India in its entirety. In today's modern society, Digital

Marketing has become an integral part of the lives of consumers, as well as their shopping habits. Both consumers and businesses are exhibiting an increasing interest in Digital Marketing, including retailers. This research will aid in obtaining a comprehensive understanding of the development strategy employed by designer clothing brands, as well as the expansion of their retail businesses through the utilization of Digital Marketing. Specifically, the study will delve into the nuances of the Retail Business Development approach and its implementation in the context of Designer Garment Branding. Furthermore, it will attempt to explore the potential opportunities and challenges that may arise as a result of this approach, with a particular focus on the Indian market. The research framework for this study will be grounded in a thorough literature review of relevant academic and industry sources, followed by a systematic analysis of the data collected through primary research methods such as survey questionnaires and interviews with industry experts and consumers. Ultimately, this study aims to contribute to the existing body of academic literature on Digital Marketing and Retail Business Development, while also providing practical insights for businesses operating in the Designer Garment Branding industry in India.

1.4 Significance of the Study

To effectively build a designer garment brand through digital marketing, it is crucial to develop a comprehensive strategy that incorporates various digital marketing techniques.

This strategy should include leveraging social media platforms, creating engaging content, utilizing email marketing campaigns, optimizing website design and user experience, and implementing search engine optimization strategies. By utilizing social

media platforms such as Instagram and Facebook ads to reach a wider audience and create brand awareness.

Designers can showcase their garments through visually appealing and engaging content, such as high-quality images and videos. They can also collaborate with influencers or fashion bloggers to create sponsored content, further expanding their reach and credibility. Implementing an effective email marketing campaign is another key component of a comprehensive digital marketing strategy for building a designer garment brand.

1.5 Research Purpose and Questions

Retail business development possesses an exceptional level of expertise in the acquisition of raw materials, which can be utilized in the development of new products. Conversely, digital marketing refers to the process of promoting brands to establish relationships with prospective customers through the use of the Internet and other forms of digital communication. Although numerous studies have been conducted on various aspects of consumer behavior, including social media, marketing, online shopping, and others, very few have investigated the growth of retail businesses in the context of establishing a designer garment brand through the use of digital marketing. To put it a different way, one could argue that the impact of digital marketing on the expansion of retail businesses focused on designer garments may be somewhat under-researched. Hence, there is a need for further exploratory research in this area to uncover the potential of digital marketing in the growth of retail businesses.

1.5.1 Research Questions

1. How do digital marketing strategies contribute to the growth and development of retail businesses?

2. How do factors such as location, target audience, product selection, and pricing impact the business development of a retail enterprise?

3. What role do platforms like social media, e-commerce websites, and influencer collaborations play in building brand identity and recognition?

4. How do changes in consumer behavior due to digitization impact the growth and expansion of the consumer market, and how do businesses adapt to these changes?

CHAPTER II:

REVIEW OF LITERATURE

2.1 Business Model Development Influences by Digital Marketing

The objective of this thesis is to create a groundbreaking Retail Business development model for a Designer Garment Band, by utilizing Digital Marketing's potency and the customers' innate desires. The model will enable a Designer Brand to expand both offline and online simultaneously, provide precisely what a customer needs, and abandon mass productions and design push strategies. The study will be conducted on Fatiz Bridal Emporio, a Fashion brand that began as a small brand in a tier 2 city in Kerala but has grown its business to multiple cities in the past decade. The company has taken the right steps to increase its business, and effective digital marketing has been instrumental in this growth. The study will examine various aspects of their business, including customer acquisition strategies, Relationship building strategies, Product development strategies, etc., to determine what is working and what is not.

Since we will focus on brand-specific aspects, a thorough review of relevant literature will help to gain insight into what is already known about the subject. The review of related literature will provide the researcher with a comprehensive understanding of the current knowledge of the area of the study in which we will conduct the research. Additionally, it will help us understand the research technique and the statistical procedures that will be used to determine the validity of the results. This study's primary objective is to identify gaps in previous research in the field and to determine areas for future studies.

To develop a Retail Business development model that leverages the strength of Digital Marketing and meets customers' expectations, the study will examine Fatiz Bridal Emporio's business development strategies. The company has taken effective steps to

expand its business, and digital marketing has been instrumental in achieving this growth. To determine the effectiveness of their strategies, we will examine various aspects of their business, including customer acquisition strategies, Relationship building strategies, Product development strategies, etc. We will assess what is working for the company and what is not.

A Designer Brand can expand both offline and online simultaneously, providing precisely what a customer needs. Instead of relying on mass production and design push strategies, the brand can offer a personalized experience. To develop a successful model, the study will focus on Fatiz Bridal Emporio, a Fashion brand that has grown its business to multiple cities in the past decade. Effective digital marketing has been instrumental in this growth, and the study will examine its effectiveness.

To gain a comprehensive understanding of the current knowledge of the area of the study, we will conduct a thorough review of relevant literature. The review will help us understand the research technique and the statistical procedures that will be used to determine the validity of the results. We will identify gaps in previous research in the field and determine areas for future studies.

The study will examine various aspects of Fatiz Bridal Emporio's business, including customer acquisition strategies, Relationship-building strategies, Product development strategies, etc. We will determine what is working and what is not. To develop a Retail Business development model that leverages the strength of Digital Marketing and meets customers' expectations, we will focus on Fatiz Bridal Emporio's business development strategies.

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2.2 The Burgeoning of the Retail Industry in India

M. Raja et.al. (2014) examined the importance of organized retail establishments in India's retail business. Retailing's rise to the top of the general economy accounts for every performance in the sale of goods and customer services for individual or domestic use. However, even while the rate of transmission in Indian merchants has been stable, the rate of development was much faster than in previous years. One of the most notable developments has been the entry of PLBs into the retail market. PLBs are made to serve as a cost-effective substitute for the products of another company. PLB and related services can be found in a wide range of industries, from food to computers. PLBs are seen as a lower-cost option to other regional, national, and global brands, while some PLBs are now recognized as premium brands to compete with current "naming" brands. Consequently, organized retailing was a tremendous benefit to the Indian economy and encourages

passionate engagement from both national and PLBs. PLBs. Choices for customers were crucial when it comes to PLBs.

Pugalanthi et.al. (2013) explored the emergence of organized retailing and the effects of its development. Developing organized retailing was a crucial indicator of India's current economic situation. The graphic depicts the evolution of the organized retailing industry over the past few years and its expected, sustained expansion in the next years. The majority of invaded industrial houses had announced ambitious plans, and multinational organizations are attempting to construct new retail chains with the assistance of enormous Indian businesses. The classification of beliefs was based on the collision of organized retail growth in the nation. In the study, the retailing landscape in India and the scope for future research were presented.

Murthy et.al., (2013) examined the retail industry's meteoric rise to prominence on a global scale. After the end of the First World War, as businesses were transitioning from centralized management structures to multi-divisional material-based organizations, the idea of retail stores emerged as a widespread phenomenon that quickly gained widespread recognition. Retailing encompasses the actions of merchandising that was engaged in, as well as the transportation of goods and customer services that were supplied to the individual, as well as to the individual's family or domestic usage. It's possible that retailers can focus a lot of attention on different aspects of marketing to achieve competitive advantages in marketing. The pricing of the product, the venue, and the promotional offers were critical benefits in marketing. The curriculum places a strong emphasis on having an understanding of retailing and marketing tactics.

2.3 The Ever-Evolving Consumer Expectation and Changing Trends in the Retail Market

The provided text discusses two different studies conducted in 2010, one analyzing the expansion of the Indian retail market by Rajesh Kumar et al. and the other focusing on local clothing brands in India by Lee et al. Here is an analysis of the key points from each study

2.3.1 Indian Retail Market Analysis

Market Expansion- The study emphasizes the significant expansion of the Indian retail market. Factors contributing to this expansion include rising demand, supportive government policies, and advancements in technology.

Retailing Concept Evolution- The retailing concept in India has undergone a revolution in response to changes in consumer purchasing habits. Multi-story malls, offering a wide range of products under one roof, have become prevalent in the modern retail landscape.

Consumer Demographics Shift- There has been a remarkable shift in the demographics of the Indian population, influencing the retail industry. Factors such as a sizable population of young people earning their first incomes, a growing number of working women, and new opportunities in the services sector have contributed to this shift.

Organized Retailing Growth- The study predicts continued rapid growth in organized retailing in India, driven by increasing consumer demand (Rajesh Kumar et al., 2010).

2.3.2 Local Clothing Brands Analysis

Definition of Local Clothing Brands- The term "Local Clothing Brands" is defined as clothing lines designed and manufactured in the same country in which they are sold (Baten et al., 2018).

Limited Attention to Local Fashion Clothing Firms- The study highlights that local fashion clothing firms in India have received significantly less attention compared to other aspects of the fashion industry.

Consumer Purchasing Habits- Research into Indian consumers' purchasing habits, brand equity, and purchase intent for luxury apparel businesses is identified as a critical area of study.

Influence of US Fashion Companies- Emotional value and perceived quality of US fashion clothes companies are found to be more influenced by the clothing interests of Indian consumers than by their sentiments toward US businesses.

Effect on Brand Equity- Attitudes toward Indian brands have a negative impact on emotional value and perceived quality, while attitudes toward US brands have a positive effect. However, these effects are observed only for Indian fashion clothes businesses in one of the three elements of brand equity.

In the above discussion, the Indian retail market is currently undergoing substantial expansion due to a range of factors. Meanwhile, Indian clothing brands, especially those in the luxury apparel sector, encounter challenges in terms of brand equity and consumer perception compared to their international counterparts, specifically fashion companies from the United States (Lee et al., 2010).

2.4 The Realm of Fashion and the Business Patterns of Luxury Brands

According to Nyarko, et.al. (2015), the focus of their study is on the innovative design process created by fashion design professors at Kumasi Polytechnic. Specifically, it highlights the incorporation of traditional materials into fashion design by students. To combat the lack of research and originality in garment design, the apparel industry in

Kumasi joined forces with the fashion department at Kumasi Polytechnic for this project. As a result of the study, a model was developed to enhance the local fashion sector. This model offers specialized expertise in combining traditional and local materials, providing unique interventions.

Kim, Y. K. et.al. (2019) found that in Market Challenges, the apparel industry is encountering difficulties in setting itself apart in a fiercely competitive market, resulting in a demand for compelling branding strategies. Emotional Branding The research emphasizes the utilization of emotional branding to captivate customers and underscores the significant impact of personal experiences and emotions compared to product attributes and features. Strategies The research introduces an emotional branding model founded on sensory, narrative, and cause branding approaches, backed by real-life case studies from clothing companies.

Christian et.al. (2015) investigated the present study examining the phenomenon of brand identity transformation, focusing specifically on the process through which brand identity is converted into a favorable brand reputation. In the realm of consumer perception, various factors come into play, including but not limited to differentiation, trustworthiness, recognizability, community assistance, responsibility, reliability, and credibility. These components, as identified in the study, are not isolated entities but rather interconnected elements that collectively shape consumers' perceptions of a brand within the context of decision-making. Given the contemporary landscape, it is crucial to acknowledge the interplay between these components, as they contribute to the overall attitude that consumers hold towards a brand.

Tynan, C. et.al. (2010) show that the discourse delves into the hurdles confronted by luxury brands amidst a dynamic economic environment, emphasizing the significance

of tailoring brand experiences to individual consumers. The investigation posits that the act of co-creating value with customers and suppliers, primarily through personalized experiences, is of paramount importance in upholding the perceived value of high-end brands.

Liu, S. et.al. (2016) reviewed the dichotomy between standardization and localization within the framework of international luxury fashion retailers establishing a presence in the lucrative Chinese market. The concept of standardization refers to the process of implementing uniform practices and strategies across different markets, whereas localization entails tailoring these practices and strategies to suit the specific needs and preferences of the local market. This issue poses a significant challenge for luxury retailers as they strive to strike a delicate balance between global and local considerations, all while upholding a consistent brand image and preserving the allure of exclusivity. The ability to navigate this complex terrain is crucial for luxury fashion retailers seeking to thrive in the Chinese market and capitalize on the immense opportunities it presents.

Sung, Y. et.al. (2015) established the conceptual framework and measurement tool for examining different dimensions of luxury brand personality outlined in this study. The six key aspects identified include excitement, sincerity, sophistication, professionalism, attractiveness, and materialism. Additionally, the research delves into consumer behavior, specifically highlighting the process by which individuals make buying choices in response to stimuli and the impact of various factors on their consumption patterns.

In conclusion, it is important to acknowledge that these studies, taken together, serve to emphasize the various facets of the fashion industry, encompassing a wide range

of topics such as the intricacies involved in the creative design processes and interventions within regional fashion markets, as well as the obstacles encountered by worldwide and high-end labels in setting themselves apart from the competition, effectively employing the power of emotional branding, and comprehending the interrelated components that shape the perceptions and attitudes of consumers.

2.5 Digital Marketing's Impact on the Retail and Fashion Industry

Changing consumption habits is directly linked to the digital age's shifting social patterns. Marketers must deliberately alter and adapt to the changing needs and wants of the customer. Rather than buying the items and services they require, customers in the fashion business are discovering new methods and techniques of encountering fashion shopping. As customers have more options than ever before when it comes to online and offline channels, markets out to be able to pique the interest of fashion by using digital media to its full potential. Identification of customer preferences and changes is significantly more difficult and crucial in the fashion company's digital advertising culture. Customers no longer try to compare firms with direct competitors in the fashion industry; instead benchmarking and monitoring the best and most modern ways of buying is required. As a result, maintaining an active online presence and making the essential content available is vital. Digital culture shows a lower tolerance for customer dissatisfaction since customers are more likely to propagate negative images through the media if they are not satisfied. In the past, buyers depend on the inputs of other buyers before evaluating new goods. Customers are continuously experimenting. Rather than

rejecting new products and services that have high-quality features, today's customers welcome them as if they are new. Social media has evolved into a place where businesses get made or destroyed in the blink of an eye. Companies' reputations may grow or fall in the blink of an eye. Customers within the digital culture are more interested in switching brands, are less loyal, and want great products and services and want great product and services, which they are willing to pay for. Conventional processes are no longer successful; instead, a 360 approach is required to build a balance between online and offline business.

Zhang and Liu, et.al. (2021) investigated those consumers who had adopted an essential trend of purchasing garments on the Internet. However, in various garment e-shopping systems, tailored recommendations, similar to sales advisors in traditional stores, were consistently lacking in recommending the most appropriate products to individual consumers based on their body types and fashion requirements. In the study, it is offered that a consumer-oriented recommendation system based on fuzzy methods and AHP may be employed as a virtual sales counsellor inside a garment online buying system. The approach was created by combining the expertise of designers and shoppers, as well as taking into consideration consumer perceptions of products. It can successfully assist customers in selecting clothing from the Internet. Because of its ability to handle uncertainty, the suggested method was more robust and interpretable than existing prediction systems.

Denga, E. M. et.al. (2022) stated that digital marketing was a growing trend, and internet marketing concepts were transforming into a popular medium for digital marketing and electronic equipment such as mobile phones, digital billboards, laptops and tablets, portable game devices, and many other digital marketing-related gadgets. This allowed digital marketing to be carried out on a much wider scale. The purpose of the study was to investigate the part that digital marketing plays in assisting organizations in establishing a sustainable advantage over their competitors. The impact that the COVID-19 pandemic outbreak has had on sales and the projections of growth for corporations has also been felt in the realm of digital marketing. Many marketers are looking for new ways to sell online, reduce lead costs, increase click-through rates and conversion rates, and keep up with the latest innovations in digital marketing, which can put digital marketing at the forefront. Understanding digital marketing concepts and how organizations can gain a competitive edge is the emphasis of the study, which uses a range of examples to illustrate the point. The study examines the many digital marketing concepts and methods implemented by worldwide corporations.

We also know that fashion businesses have benefited greatly from the Internet's use as a promotional tool. While it still maintains physician storefronts, e-commerce and social media have opened new ways to connect with customers (Clavijo Ferreira et at., 2017). Because of this, big corporations in this industry are constantly looking for new and innovative ways to increase their online presence and compete with the competition

through advertising and marketing communication. As a result of new technology, customers now have expectations of the brand that are unheard of in the past.

Even only a few years ago, consumers would not have considered new means to communicate (Diaz and Garcia 2016). The playing field has been redrawn considering this new perspective. Passion for fashion, not missing a show, and knowledge of current trends are no longer sufficient. Because of the Internet and other new technology, marketing is more important than ever before in the fashion business. The Content Marketing Institute in Dublin found that more than a pair of businesses had witnessed a drop in income since the outbreak of the epidemic (DMI). As a result, companies, particularly small ones, have reduced their marketing expenditures and are focusing their promotional efforts online (Godey et al., 2016).

Kim et al., (2012) examined the attributes of SMM activities, including functional value, relationship equity, brand recognition, customer equity, as well as purchase intention. It then used a structural model to examine the relationships between these perceived activities. Entertainment, engagement, fissionability, personalization, and word-of-mouth are five. They have a substantial beneficial impact on Value equity, connection quality, and brand equity are all factors to consider. When it comes to the relationships between overall customer drivers and brand equity, a strong brand has a significant negative influence on customer equity, whereas value fairness and relational equity have a significant positive impact. Relationship equity had little impact on purchase intention, while value equity had a largely favorable impact. Finally, it is important to look at the link

between purchase intent and customer equity. The Luxury business may the study results to understand customers' future purchase options and to manage their resources and marketing operations.

Wu et al. (2015) in his study found that around two-thirds of buyers prefer to read customer evaluations online rather than depend on company descriptions. Hundreds and thousands of new tourists read these remarks. In the instance of fashion, influencers play a very important role because they are the individuals who show the latest fashions and generate fresh content for one's social media sites with said apparel or goods, thus becoming ambassadors to turn the clothes or consumer items that those who exhibit into top sales of their very own brands. The appeal of followers to influencers grows indirectly proportionate to their fame and success. People employ fashion to express their individuality and personality, and it is because of aspects of business that the context and digital media provide a platform for people to discuss their fashion likes and interests.

Padilla et al. (2018) found that the fashion industry is increasingly investing in digital marketing techniques to keep current consumers while also attracting new users.| The primary digital marketing techniques that fashion firms rely on are SEO, SEM, and social media technologies, with an emphasis on product promotion through influencers. To generate the idealistic feelings that people connect with a luxury car, wearing trendy clothes, or having a unique experience while marketing luxury goods, photos are an excellent tool.

Pinterest and other photo-sharing sites have the potential to significantly enhance premium brand awareness and advocacy. Even on social media networks, Chanel is one of the most pinned brands, with an average of 1,244 pins of Chanel Products being submitted each day (Hutchinson, Andrew (2023) 'Pinterest Shares New Insights into the Value of the Platform for Promoting', *Social Media Today, 17 January*, Available at: https://www.socialmediatoday.com/news/pinterest-shares-new-insights-value-platform-promoting/700358/ Accessed: 18 Dec 2023). Luxury brand websites tend to be visually stunning, but when it comes to usability and user experience, they fall short. When it comes to their websites, luxury companies like Aston Martin & Versace are setting the bar high. Their sites are visually gorgeous, but they are also simple to use and equipped. Effectively luxury marketing necessitates conveying the qualities that distinguish a luxury company from others.

With the ability to segment and target your audience at such a high level, Facebook Ads are among the most successful types of internet advertising. Advertising to 35-year-old married men from Paris who enjoy Prada, Gucci, and Gucci is a good example of how to target your audience. You may even go a step and further target people based on their academic background, work location, job title, musical tastes, and more.

Muniesa et al. (2020), the fashion business, the world's economic engine, has discovered an efficient communication approach on the Internet ahead of major sectors like the car and energy industries. Fashion businesses change their corporate and marketing strategies in response to and approach growing markets ready to buy fashion; that is why digital marketing has become vital for these industry leaders' connection with their

younger consumers. Digitization, a saturated industry, customer 2.0, influencers, and a new form of communication fashion that is more social and immersive are among the challenges that businesses in a constantly changing and evolving industry, whose own graphics nature has had to overcome, making the type of social media the most effective because of its dissemination. The following work seeks to examine the advent of Web 2.0 and the Social media phenomena, both of which have altered the fundamental pillars of business governance in the Fashion industry.

2.6 Summary

The literature review emphasizes the transformative role of digital marketing strategies in reshaping retail business models. Integration of e-commerce, personalized advertising, and data-driven decision-making has become vital for competitiveness.

In India, the retail industry has rapidly expanded due to digital technologies and a growing middle class. This dynamic market blends online and offline experiences, accommodating diverse consumer preferences.

Evolving consumer expectations driven by digital advancements require businesses to swiftly adapt for success. Utilizing digital tools for seamless, personalized interactions is crucial for thriving in this changing landscape.

Within the fashion industry, luxury brands have harnessed digital strategies to expand their reach while maintaining exclusivity. Digital platforms enable brand storytelling and engagement beyond product offerings.

Digital marketing's impact on retail and fashion is undeniable. Online platforms offer global reach and insights, while social media, influencer collaborations, and e-commerce enhance consumer connections.

The gap in the literature review is illustrated below.

- The literature lacks specific details on the digital marketing strategies employed by Fatiz Bridal Emporio, making it challenging to understand the nuances of their success.
- There is a need for more detailed insights into the effectiveness of various strategies, including customer acquisition, relationship building, and product development, within the context of a Designer Garment Brand.
- The literature lacks a detailed exploration of the specific interventions and models developed for the local fashion sector by Kumasi Polytechnic.
- Limited exploration of the impact of emotional branding on consumer views of luxury apparel companies, missing insights into its effectiveness.

In conclusion, the literature underscores digital marketing's pivotal role in modern retail and fashion. Understanding its influence on designer garment brand development is vital for navigating these industries in the digital age.

CHAPTER III:

METHODOLOGY

3.1 Overview of the Research Problem

There have been numerous research investigations conducted on various topics such as consumer behavior, social media, marketing strategies, and online shopping. However, there is a limited amount of research focused specifically on the role of digital marketing in promoting retail businesses that specialize in designer garments within South India. To address this knowledge gap, we will be examining the growth of a specific brand called Fatiz which originated from Kerala and initially operated as a small boutique but has achieved significant success over time. This case study seeks to explore the influence of digital marketing practices on the growth and evolution of a specific company. The objective of this research is to develop a Retail Business Development Model for a Designer Garment Brand that caters to customers' genuine expectations by leveraging the power of Digital Marketing. Instead of employing mass production and design push strategies, designer brands can expand both their offline and online presence simultaneously while delivering precisely what clients desire. In this study, we will examine Fatiz, a designer garment brand that originated in 2010 as a small boutique in Thrissur, Kerala an emerging city and evaluate its expansion into eight different cities, including major metropolises like Mumbai, Chennai, and Hyderabad over eleven years. During this time frame, Fatiz has successfully produced over 60 thousand customized designer garments with nearly 98% customer satisfaction rates amounting to approximately one billion worth of business. Fatiz is effectively leveraging the power of digital marketing and retail network. Fatiz provides an opportunity for skilled designers to work across different departments within the company. These designers undergo thorough training in

customer handling and offer their expertise to customize designs based on customers' preferences, ensuring that they receive garments tailored specifically for particular occasions. The designers are relieved of concerns such as fabric selection, embroidery, production management, and logistics as these tasks are managed centrally by the company. Fatiz aims to achieve threefold growth over the next three years by expanding its retail network while simultaneously implementing a strong online presence through its website and social media platforms. Fashion brands are currently struggling to address the underlying issue of providing complete customization options for individuals' clothing preferences. This research aims to present a viable business development model for designer garment boutiques by examining the success of Fatiz as a benchmark and suggesting strategies to expand their offline retail networks while integrating effective digital marketing techniques online.

3.2 Research Purpose and Questions

The purpose of this study is to comprehensively investigate the intricate interplay between digital marketing strategies and the development of retail business models, particularly focusing on the establishment of designer garment brands. By delving into this relationship, the study aims to provide valuable insights into how digital marketing influences retail business growth and consumer market expansion. Additionally, the research seeks to uncover the key factors that shape the business development of retail enterprises in the context of today's evolving consumer expectations and digital trends. Through an exploration of the fashion industry, the study aims to shed light on how digital strategies are employed to build and promote designer garment brands, thereby contributing to the understanding of digital marketing's impact on the broader retail landscape.

3.2.1 Research Questions

How do digital marketing strategies impact the growth and development of retail businesses, specifically in the context of designer garment brands?

What are the key factors that significantly influence the business development of retail enterprises, considering the amalgamation of digital marketing strategies?

How does digital marketing contribute to the establishment and growth of designer garment brands, and what specific strategies are commonly employed in this context?

In what ways does the digitization of the consumer market relate to the growth and evolution of the retail industry, and how do businesses navigate these changes?

These research questions are designed to guide the study in exploring the multifaceted impacts of digital marketing on retail business development, the establishment of designer garment brands, and the broader consumer market dynamics. Through these inquiries, the study aims to provide actionable insights for businesses seeking to leverage digital marketing strategies effectively and adapt to the evolving demands of modern consumers.

3.3 Research Design

Research design is a detailed outline of how an investigation will take place. It is the structure or the strategic plan, sometimes called blueprint, for a research project that sets out the broad outline and key features of the work to be undertaken, including the methods of data collection and analysis to be employed, and shows how the research strategy addresses the specific aims and objectives of the study. There are many ways to classify research designs, but sometimes the distinction is artificial and other times different designs are combined. Nonetheless, the following are the research design types

3.3.1 Descriptive and Explanatory

Descriptive research is used to describe the characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. Rather it addresses the "what" question (what are the characteristics of the population or situation being studied?) The characteristics used to describe the situation or population is usually some kind of categorical scheme also known as descriptive categories ("Descriptive Research" [Online]. Available at: https://www.librarianshipstudies.com/2022/10/descriptive-research.html [Accessed October 2022]).

Although the data description is factual, accurate and systematic, the research cannot describe what caused a situation. Thus, Descriptive research cannot be used to create a causal relationship, where one variable affects another. In other words, descriptive research can be said to have a low requirement for internal validity. Exploratory research is research conducted for a problem that has not been clearly defined. It often occurs before we know enough to make conceptual distinctions or posit an explanatory relationship. Exploratory research helps determine the best research design, data collection method and selection of subjects. It should draw definitive conclusions only with extreme caution. Given its fundamental nature, exploratory research often concludes that a perceived problem does not actually exist.

Exploratory research often relies on secondary research such as reviewing available literature and/or data, or qualitative approaches such as informal discussions with consumers, employees, management or competitors, and more formal approaches through in-depth interviews, focus groups, projective methods, case studies or pilot studies.

3.4 Research Approaches

3.4.1 Qualitative Approach

Qualitative Research is collecting, analysing, and interpreting data by observing what people do and say. Williams, (2007) provided an analysis and interpretation of observations to discover underlying meanings and patterns of relationships, including classifications of types of phenomena and entities, in a manner that does not involve mathematical models. Whereas quantitative research refers to counts and measures of things, qualitative research refers to the meanings, concepts, definitions, characteristics, metaphors, symbols, and descriptions of things. Qualitative research is much more subjective than quantitative research and uses very different methods of collecting information, mainly individual, in-depth interviews and focus groups.

The nature of this type of research is exploratory and open-ended. Small numbers of people are interviewed in-depth and/or a relatively small number of focus groups are conducted. Participants are asked to respond to general questions and the interviewer or group moderator probes and explores their responses to identify and define people's perceptions, opinions and feelings about the topic or idea being discussed and to determine the degree of agreement that exists in the group. The quality of the findings from qualitative research is directly dependent upon the skills, experience and sensitivity of the interviewer or group moderator.

This type of research is often less costly than surveys and is extremely effective in acquiring information about people's communication needs and their responses to and views about specific communications.

3.4.2 Quantitative Approach

Quantitative research is the systematic empirical investigation of observable phenomena via statistical, mathematical or numerical data or computational techniques.

The objective of quantitative research is to develop and employ mathematical models, theories and/or hypotheses about phenomena. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and the mathematical expression of quantitative relationships. Quantitative data is any data that is in numerical form such as statistics, percentages, etc (Bhattacharyya, 2006). In layman's terms, this means that the quantitative researcher asks a specific, narrow question and collects a sample of numerical data from observable phenomena or from study participants to answer the question. The researcher analyses the data with the help of statistics. The researcher is hoping the numbers will yield an unbiased result that can be generalized to some larger population. Qualitative research, on the other hand, asks broad questions and collects word data from phenomena or participants. The researcher looks for themes and describes the information in themes and patterns exclusive to that set of participants.

Meanwhile, several recent studies have advocated for a more mixed research approach combining qualitative and quantitative techniques. This is commonly known as a pragmatic approach; whereby the best approach is determined by the research questions and objectives in a particular study. Despite all these arguments for pragmatism, this study was conducted based on a quantitative approach. The data collected was quantitative and thus accordingly the analysis techniques employed were quantitative in the form of Independent Samples T-test, One–Way between groups ANOVA and Simple and Simultaneous Multiple Regression Analysis.

3.5 The Research Model

The primary aim of this study was to investigate the influence of digital marketing elements on customer purchasing behavior in fashion brand stores concerning the variables

under study and interpreting these findings in the context of the academic literature on digital marketing strategies, key factors that influence the business development of a retail business, digitization and the growth of the consumer market.

This research focused on the analysis of the sole and interaction effect of digital marketing strategies on the development of retail business, the impact of digital marketing in building a Designer Garment Brand, relationship between digitization and the growth of the consumer market.

3.6 Research Methods

The specific sampling technique, data collection instrumentation as well as data analysis techniques employed in this study are discussed below.

3.6.1 Population and Sampling

The target population of the study constituted owners(business), employees and customers of the designer garment brand. Businesses include Designers, Boutique Owners, and Retailers in the majority. Employees include Fashion designers, Production heads, Junior designers, managers, assistants, and marketing heads. Customers include the customers of the designer garment brand. Finally, self-administered questionnaires were distributed to all the categories.

Sample Size Determination

The target population of the study constituted Businesses, Employees and Customers.

Where-

SS= Sample Size for infinite population (more than 50,000)

Z = Z value (e.g. 1.96 for 95% confidence level)

P = population proportion (expressed as decimal) (assumed to be 0.5 (50%) since this would provide the maximum sample size).

M = Margin of Error at 5% (0.05)

3.6.2 Data Type and Data Collection Instruments

To collect the primary data three survey questionnaires were prepared. A review of the existing theories, operationalisations, and measures suggests that the development of the business may depend on the digital marketing strategies used by the business to attract its customers.

The following digital marketing strategies were asked for the ratings-

1. Effective branding and positioning.

2. Targeted marketing and advertising campaigns

3. Strategic partnerships and collaborations

4. Customer relationship management and loyalty programs

5. Competitive pricing and promotional strategies

6. Seamless omnichannel retail experience

7. Supply chain management and inventory optimization

8. Staff training and development programs

9. Market research and trend analysis

These variables capture the respondents' perceptions of the importance of each strategy in supporting the growth of a designer garment brand.

The scales which were used for the questionnaire were a scale of 1 to 5, where 1 is rated as the least important strategy for supporting the growth of a designer garment brand and 5 is rated for the most important strategy for supporting the growth of a designer garment brand.

The Importance of using retail business development strategies was also asked by the business through the question: "How do you perceive the impact of retail business development strategies on the growth and success of a designer garment brand?"

The scale used was from 1-5

1 - No impact at all

5 - Significant impact

The components of the instrument are discussed below:

3.6.2.1 Personal Characteristics

Items are included in the questionnaire with respect to demographic data. These items are Concentrated on the following variables: Age, Gender, Annual Income, and occupation.

3.6.2.2 Digital Marketing Strategies

1. Effective branding and positioning- Effective brand positioning happens when a brand is perceived as favourable, valuable, and credible to the consumer. The sum of those three becomes unique to your business, and as a result, your customers carve out a place for you in their minds(Keller, 2022).

2. Targeted marketing and advertising campaigns- Targeted advertising is a type of digital marketing that involves customizing ads based on consumer interests and individual traits. Advertisers collect information about consumer browsing behavior, including the profiles they create on company sites, and record their shopping habits and their demographic details, such as their age and location. They typically obtain this information through cookies, which are pieces of data that save information about website visitors. Third-party websites, like social media platforms and news sites, might also sell data about website visitors to companies, which use the information to create targeted advertisements.

3. Strategic partnerships and collaborations- A strategic partnership is a form of partnership between two or more companies with the aim of achieving better business growth together. This form of cooperation is carried out in the long term and usually involves several fields, such as new product development, marketing, distribution, and operations. In a strategic partnership, each party benefits the other and makes a significant contribution to the success of the collaboration. In a strategic partnership, each party takes a clear and complementary role. For example, a technology company may enter into a partnership with a manufacturing company to develop a new product(Austin et al., 2021).

4. Customer relationship management and loyalty programs- A customer loyalty program is a marketing approach that recognizes and rewards customers who purchase or engage with a brand on a recurring basis. A company may dole out points or perks, and graduate customers to higher levels of loyalty the more they buy. These incentives and specific benefits often result in the customer becoming a more regular consumer or the ideal —brand promoter. Benefits may involve free merchandise, rewards, coupons, or insider perks like early access to new products (Payne and Frow, 2020).

5. Competitive pricing and promotional strategies- Competitive pricing is the process of selecting strategic price points to best take advantage of a product or service-based market relative to competition. This pricing method is used more often by businesses selling similar products since services can vary from business to business, while the attributes of a product remain similar. This type of pricing strategy is generally used once a price for a product or service has reached a level of equilibrium, which occurs when a product has been on the market for a long time and there are many substitutes for the product.

6. Seamless omni-channel retail experience- Omni-channel retailing is a model in which shoppers can interact with multiple physical and digital sales channels at once, and have their information retained by the retailer as they move between them. This enables truly asynchronous shopping Customers can resume their transaction wherever they left off, even if it's much later on a new channel. Essentially, omni-channel retail provides a seamless, consistent shopping experience wherever a customer engages with your brand (Verhoef et al., 2019).

7. Supply chain management and inventory optimization- Supply chain inventory optimization is the process of maximizing the efficiency and effectiveness of a company's inventory management practices across its entire supply chain. It involves identifying and addressing bottlenecks and inefficiencies in the flow of goods, from the point of production or procurement to the point of sale.

8. Staff training and development programs- Employee training and development refers to company programs designed to boost employee's job performance. As the name suggests, these programs fall into two categories employee training and employee development programs. Employee training refers to programs that help employees learn job-specific skills or knowledge. These programs tend to be specific to the role the employee currently holds. Employee development refers to programs that focus on employees' professional growth. Employee development programs can be designed to help employees develop knowledge and transferrable skills like leadership, communication, decision-making skills, etc. that can be applied in a wide range of situations, not necessarily specific to their current role.

9. Market research and trend analysis - Market research is the process of examining the consumer base of a particular market. It is designed to create a complete understanding

of the target market in terms of both existing as well as potential customers. To accomplish this, it incorporates primary, secondary, quantitative, and qualitative research methodologies. Trend analysis is a technique used in technical analysis that attempts to predict future stock price movements based on recently observed trend data. Trend analysis uses historical data, such as price movements and trade volume, to forecast the long-term direction of market sentiment (Brown and Lee, 2019).

3.6.2.3 Interaction with digital marketing campaigns

• How often do you interact with digital marketing campaigns for fashion brands? This questionnaire used the qualitative scale which was Daily, Monthly, Never, Rarely, and Weekly, which was later converted into the quantitative scale.

• How likely are you to purchase designer garment brands that utilize digital marketing campaigns compared to those that do not? This questionnaire used the qualitative scale which was Much less likely, Much more likely, No difference, Somewhat less likely, Somewhat more likely, which was later converted into the quantitative scale.

• How do you perceive the quality of digital marketing campaigns run by designer garment brands? This questionnaire used the qualitative scale which was Excellent, Good, Neutral, and Poor, which was later converted into the quantitative scale.

• To what extent do you believe digital marketing campaigns have impacted the fashion industry? This questionnaire used the qualitative scale Neutral, Not very much, Significantly, Somewhat, which was later converted into the quantitative scale.

• Do you feel that the use of digital marketing impacts the perceived quality of designer garment brands? This questionnaire used the qualitative scale which was No, it has no impact, Yes, negatively, Yes, positively, which was later converted into the quantitative scale.

• How important is the use of digital marketing in the success of a designer garment brand? This questionnaire used the qualitative scale which was Neutral, Not at all important, Not very important, Somewhat important, Very important, which was later converted into the quantitative scale.

• On a scale of 1-10, how likely are you to follow a designer garment brand on social media? The scale used was from 1-10.

3.6.2.4 Social Media Interactions

• On which social media platform(s) do you follow designer garment brands?

Instagram

Facebook

Pinterest

Twitter

LinkedIn

Tik Tok

• How influential are social media influencers in your decision to purchase designer garment brands? This questionnaire used the qualitative scale which were Extremely influential, Neutral, Not at all influential, Not very influential, Somewhat influential, which was later converted into the quantitative scale.

• Which type of content do you find most engaging on designer garment brand's social media accounts? This questionnaire used the qualitative scale which were Behind-the-scenes content, Influencer collaborations, Photos of products, Videos of products, which was later converted into the quantitative scale.

• How likely are you to engage with a digital marketing campaign for designer garment brands? (e.g. liking, commenting, sharing) This questionnaire used the qualitative

scale which were Neutral, Somewhat likely, Somewhat unlikely, Very likely, Very unlikely, which was later converted into the quantitative scale

3.6.3 Reliability and Validity Tests

These related research issues ask to consider whether the study is studying what it ought to study and whether the measures used are consistent. Reliability is the extent to which a measurement gives results that are consistent and Validity of an assessment is the degree to which it measures what it is supposed to measure. To check these tests in this study, a well-tested and proved instrument was used which was supported by the introduction of the instrument in the study area as pilot study that generated a positive test result to proceed into the full-fledged study. Most researchers in the area suggest that a Cronbach alph test above .7 is well grounded in social science.

3.6.4 Procedure

After the items in the questionnaire were adapted and given to professionals in the area for proof reading and to check construct validity, a pilot study was conducted to recheck the fitness of the instrument.

It was self-administered questionnaire. In order to inform the employees and their supervisors about the research a formational consent letter was collected from the respective business and employees. Confidentiality was reached by making informants

anonymous. The questionnaires were checked for completeness and processed in Excel for analysis.

3.6.5 Data Analysis Technique

The nature of the questionnaire was quantitative and was analysed by the use of Excel 2019. This made it easier to measure means and standard deviations, and to make analysis of analysis of variance (ANOVA), T-test, Correlation and Multiple Regression. Mean and Regression Analysis were used to determine the impact of digital marketing strategies on the development of a retail business.

P-value and Multiple Regression were used to identify the key factors that influence the business development of a retail business.

Correlation Analysis and Multiple Regression Analysis were used to evaluate the impact of digital marketing in building a Designer Garment Brand and to explore the relationship between digitization and the growth of the consumer market.

3.6.6 Ethical Consideration

A letter of permission was obtained from the business owners. Informed consent was secured from the employees concerned and thus respondents before the interview. The respondents were given the privilege of not writing and/or mentioning their names and other identities to encourage them to respond without hesitation and threat. Furthermore, they were assured the responses were treated confidentially. No respondent was forced to fill out the questionnaire unwillingly. Respondents were free to express their opinions and feelings without any reservations.

3.7 Participant Selection

For the study, the sample size will be 700 respondents which include consumers, employees, and competitors.

Table 1
Sample Size Distribution

Respondents	Number of objects in study
Customers of Fatiz	400
Employees of Fatiz	100
Competitors	200
(similar fashion boutiques and businesspeople)	
Total	**700**

Table 2
Sample Specification Outlines

Sample Frame	The sample consists of the business owners, Employees, and Customers who are involved in the designer garment brand.
Sampling Technique	Simple Random Sampling
Sample size	Business- 202
	Employees- 55
	Customer- 405

Questionnaire Design	Self-designed Questionnaire – It allows researchers to quickly, effectively, and inexpensively evaluate programs, collect pilot data, and survey accessible populations.
Pilot Study	202 valid responses (Business) 54 valid responses (Employee) 400 valid responses (Customer)

Table 3
Sample Objects Involved

Variables	Values
Gender	Male or Female
Age	Greater than 20 but less than 30 Greater than 30 but less than 40 Greater than 40 but less than 50 Greater than 50
Annual Income	Above 60000 $ Between 10000 $ and 20000 $ Between 20000$ and 40000 $ Between 40000 $ and 60000 & Less than 10000 dollars
Occupation	Varied occupations But most of them are designers

3.8 Instrumentation

Excel is a powerful tool that offers numerous capabilities for quantitative analysis. With its wide range of functions and features, Excel provides a versatile platform for conducting data analysis. Whether you're a business professional, a student, or a researcher, Excel can be an invaluable tool for gaining insights from quantitative data. One of the main strengths of Excel is its ability to handle large datasets. With Excel's spreadsheet format, you can easily organize and manipulate large amounts of data, making it ideal for conducting quantitative analysis. Excel provides a variety of formulas and functions that allow you to perform complex calculations and statistical analysis.

Excel's key features for quantitative data analysis include-

1. Data Manipulation- Excel allows users to import, enter, and organize data, making it easy to manipulate and analyze.

2. Advanced Formula Capabilities- Excel offers a wide range of formulas and functions to perform calculations, statistical analysis, and create complex formulas to derive insights from data.

3. Data Visualization- Excel provides powerful visualization tools, including charts and graphs, to help you visually represent and analyze your data.

4. Statistical Analysis- Excel has built-in statistical functions that allow you to analyze data and calculate key statistical measures such as mean, median, standard deviation, and more.

5. Data Filtering and Sorting- Excel allows you to filter and sort data based on specific criteria, making it easier to analyze specific subsets of your data.

3.8.1 Excel Techniques for Data Analysis

When it comes to quantitative data analysis, Excel offers a range of techniques that can be applied to extract meaningful insights from data

1. Descriptive Statistics- Excel's built-in functions, such as AVERAGE, SUM, and COUNT, allow you to calculate basic descriptive statistics, such as mean, median, mode, standard deviation, and variance. These statistics provide a comprehensive summary of your data, helping you understand its central tendency, variability, and distribution.

2. Regression Analysis- Excel's regression analysis tool allows you to examine the relationship between variables and determine the strength and direction of the relationship.

3. Cross-Tabulation Analysis- Excel's pivot table feature enables you to perform cross-tabulation analysis and examine the relationship between two or more variables.

4. ANOVA Analysis- Excel has built-in functions that allow you to analyze variance to compare means between multiple groups and determine if there are any significant differences.

5. Hypothesis Testing- Excel provides functions and tools to conduct hypothesis testing, allowing you to determine if there is a significant difference between groups or if there is a significant correlation between variables.

3.9 Data Collection Procedures

Data is collected using the questionnaire generation and shared among the different persons from different involvement in the business directly or indirectly and organized in two rounds. In the first round prepared questionnaires were shared among 350-Business, 80-Employee and 550-Customers, from which got responses from 220, 65 and 405 respectively. In the second round again the prepared questionnaires were shared with respondents from the first round and got 100% response for the second round.

Table 4
Data Collection Round 1

Round 1	Intermediate Process	Responses received
Questionnaires Shared Over 350 (Business) Over 80 (Employee) Over 550 (Customer)	Out of 220, 65, 450 responses received, only 202, 55, 405 respondents shared their email id for future re-Contact (as it was optional). So, second questionnaire Was sent to only those.	Business- 220 Employees- 65 Customer- 450 Response rate 62.85% for 1st questionnaire 81.25% for 2nd questionnaire 81.81% for 3rd questionnaire

Table 5
Data Collection Round 2

Round 2	Intermediate Process	Response rate
Questionnaires Shared Over 202 (Business) Over 55 (Employee) Over 405 (Customer)	Out of 220, 55, 405 responses Received from all .	Business- 220 Employees- 65 Customer- 450 Response rate 100% for 1st,2nd and 3rd questionnaires

3.10 Data Analysis

Objective-wise Analysis is done on the responses collected in the data collection step.

Table 6
Objective Wise Analysis Methods

Serial No.	Objective	Statistical Technique
1	To determine the impact of digital marketing strategies on the development of a retail business.	Mean Regression Analysis
2	To identify the key factors that influences the business development of a retail business.	P-value
3	To evaluate the impact of digital marketing in building a Designer Garment Brand	Correlation Analysis Multiple Regression Analysis.
4	To explore the relationship between digitization and the growth of the consumer market.	Correlation Analysis Multiple Regression Analysis.
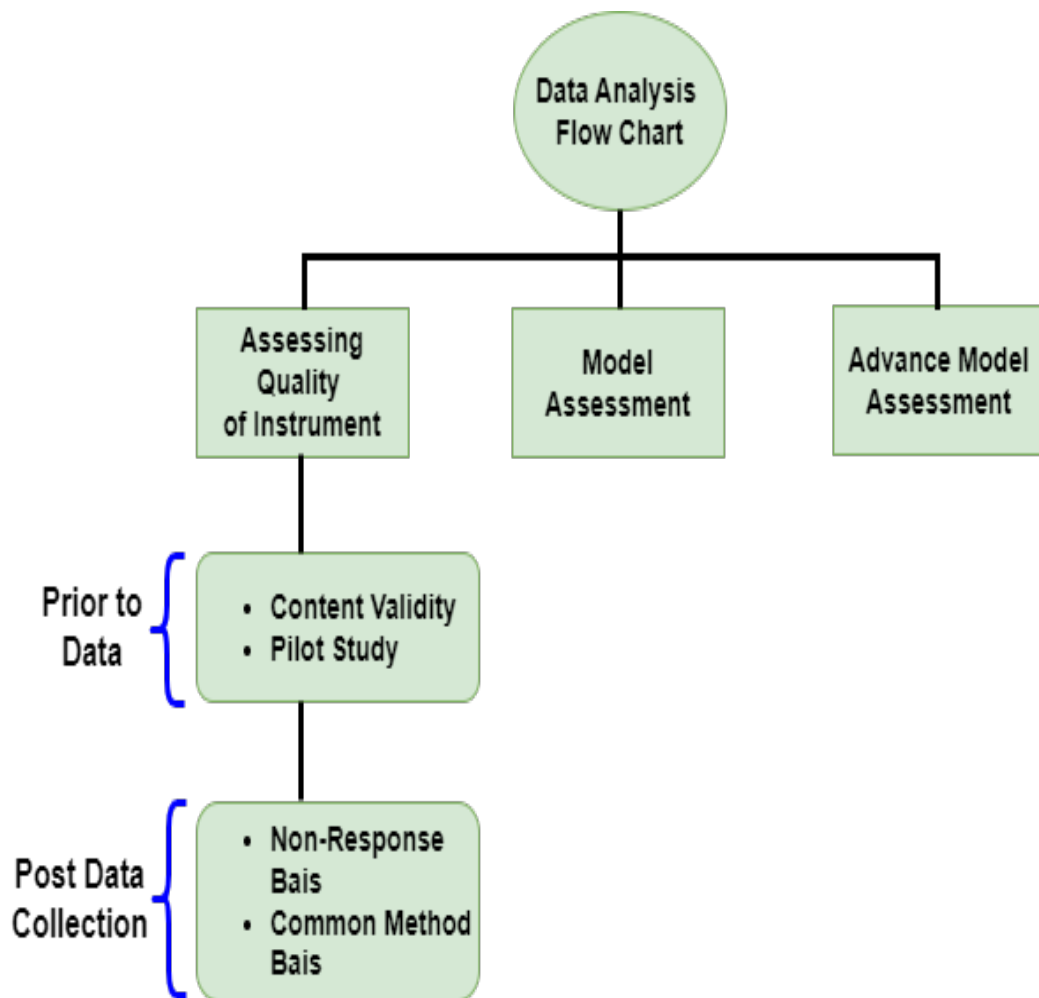
Figure 1
Data Analysis Flow Chart

3.10.1 Data Cleaning

Irregularities in data were treated using a complete case elimination approach.

Table 7
Number of Data Collected

Total Number of responses recorded in round 1 of data collection	20
	65
	450

Total Number of valid responses recorded	210	
	59	
	415	
Email sent for participation in round 2 of data collection	202	
	55	
	405	
Total Number of responses recorded	202	
	55	
	05	
Total Number of valid responses recorded	201	
	55	
	405	

3.10.2 Demographic Analysis 1 (Business)

Table 8
Demographic Data Used for Business

Variable	Category	N	%
Gender	Female	146	72.27
	Male	56	27.72
Age	Greater than 20 but less than 30	42	20.79
	Greater than 30 but less than 40	108	53.46
	Greater than 40 but less than 50	34	16.83
	Greater than 50	18	8.91
Annual Income	Above 60000 $	102	50.49
	Between 10000 $ and 20000 $	12	5.94
	Between 20000$ and 40000 $	18	8.91
	Between 40000 $ and 60000 &	66	32.67
	Less than 10000 dollars	4	1.98
Occupation	More than 50 % people are Designers		

3.10.3 Demographic Analysis 1 (Employee)

Table 9
Demographic Data Used for Employee

Variable	Category	N	%
Gender	Female	32	58.18
	Male	23	41.81
Age	Greater than 20 but less than 30	25	45.45
	Greater than 30 but less than 40	18	32.72
	Greater than 40 but less than 50	10	18.18
	Greater than 50	2	3.63
Annual Income	Above 60000 $	5	3.63
	Between 10000 $ and 20000 $	2	32.72
	Between 20000$ and 40000 $	18	14.54
	Between 40000 $ and 60000 &	8	7.27
	Less than 10000 dollars	4	41.81
		23	
Occupation	There are varied numbers of different occupation.		

3.10.4 Demographic Analysis 1 (Customer)

Table 10
Demographic Data Used for Customer

Variable	Category	N	%

Gender	Female	379	93.58
	Male	26	6.41
Age	Greater than 20 but less than 30	272	67.16
	Greater than 30 but less than 40	105	25.92
	Greater than 40 but less than 50	18	4.44
	Greater than 50	10	2.46
Annual Income	Above 60000 $	5	1.23
	Between 10000 $ and 20000 $	46	11.35
	Between 20000$ and 40000 $	122	30.12
	Between 40000 $ and 60000 &	4	0.98
	Less than 10000 dollars	228	56.29
Occupation	There are varied numbers of different occupation.		

3.11 Research Design Limitations

• Respondents may be biased in their views, which cannot be eliminated.

• The study will be limited to India but more focus on South India.

• If it requires face-to-face respondent contact, it may be costly and time-consuming.

3.12 Conclusion

In the research methodology adoption of the quantitative method is done and carried out the proper sampling of the required data. It is easy for the organization to control the each entity involve in the quantitative data generation to perform collection of data

from customers, employees and businesses which can be understood by the collected data's high percentage of responses. In the chapter, we described every collected data from the point of quantitative analysis and generated the proper analysis for the collected data. How the instruments used in the experiments and the organization of analyzed data are outlined with their proper heading like distribution of questionnaires, responses received in the first round and how many responses were received in the second round. Also, define the demographic division of the data collected.

4.1 Research Objective 1

To determine the impact of digital marketing strategies on the development of a retail business.

4.1.1 Flow Chart for Objective 1

Steps for the Quantitative Analysis for Objective 1

```
┌─────────────────────────────┐
│  Collected Data through the │
│       Questionnaires        │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│ Visualization of Descriptive│
│          Statistics         │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│ Conducted the Statistical   │
│      Analysis (Mean)        │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│ Conducted Multiple Regression│
│          Analysis           │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│  Analysis and Interpretation│
└─────────────────────────────┘
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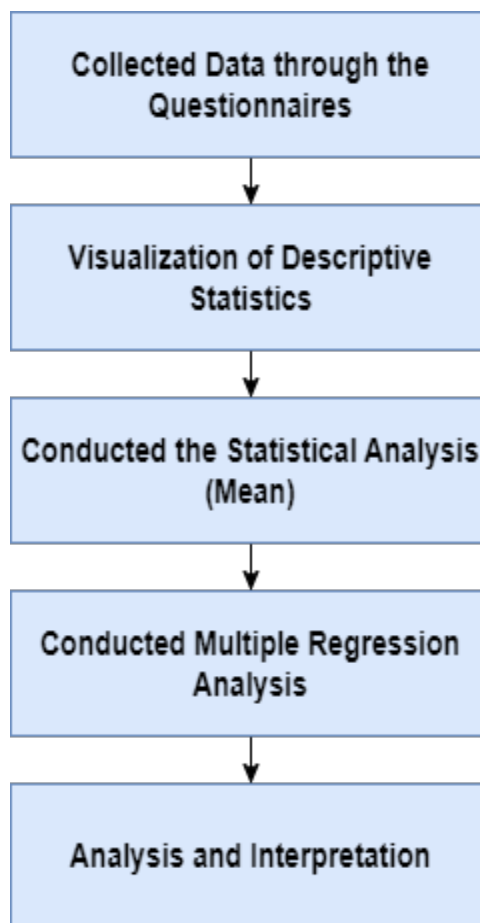
Figure 2
Flow Char for Quantitative Analysis of Objective 1

4.1.2 Steps for Objective 1 Quantitative Analysis

• Collected data from respondents using surveys or questionnaires, capturing their perceptions and behaviors related to digital marketing techniques and designer garment brands.

• Conducted statistical analysis to calculate the mean of the various digital marketing techniques used by the business and considered the technique with the highest mean as the most important technique for the development of a retail business

• Conducted multiple regression analysis to identify which independent variables have a significant impact on the development of retail business. This analysis will help quantify the influence of various strategies on the development of a retail business.

4.1.3 Summarized Charts for quantitative analysis of objective 1

Gender Distribution of the Business

72.3% of the respondents are female.

27.7% of the respondents are male.
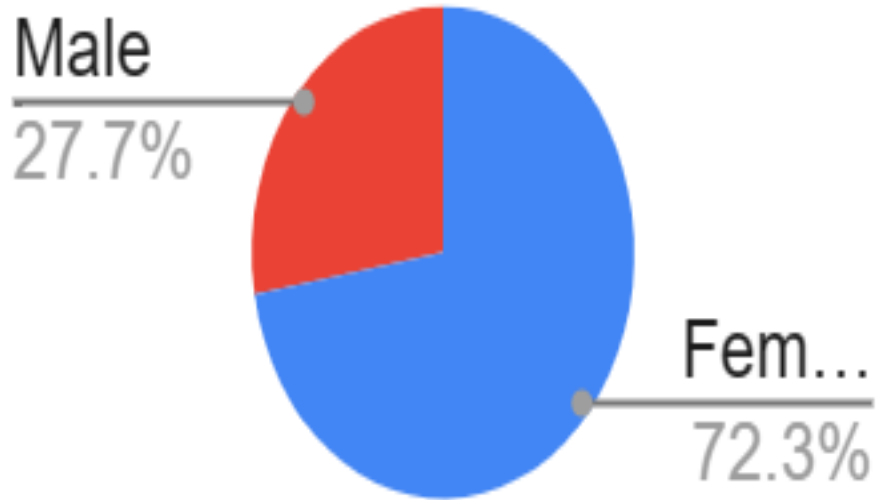
Figure 3
Gender Distribution of the Business

Have you previously worked or owned a business in the fashion industry? Yes / No
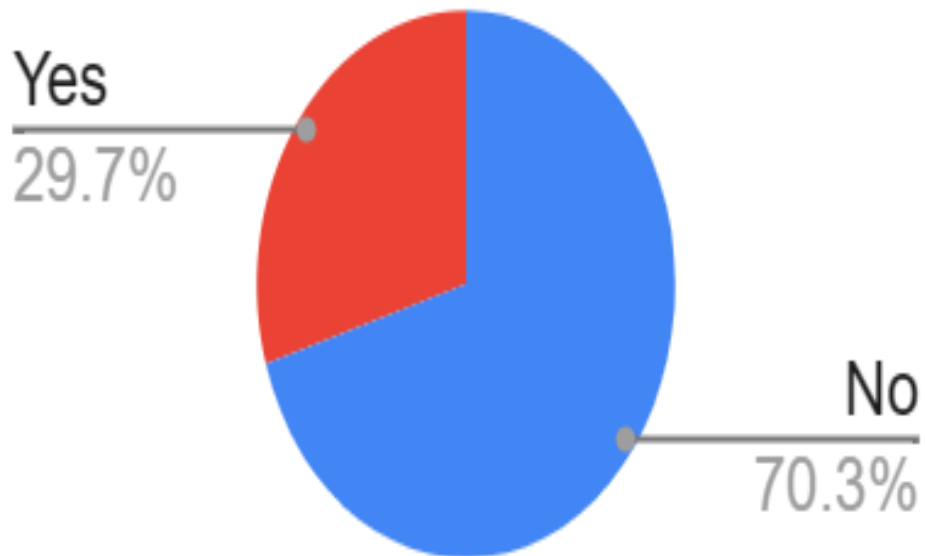
Figure 4
Percentage of people who previously worked or owned a business in the fashion industry

Effective Branding and Positioning by the Business Owners
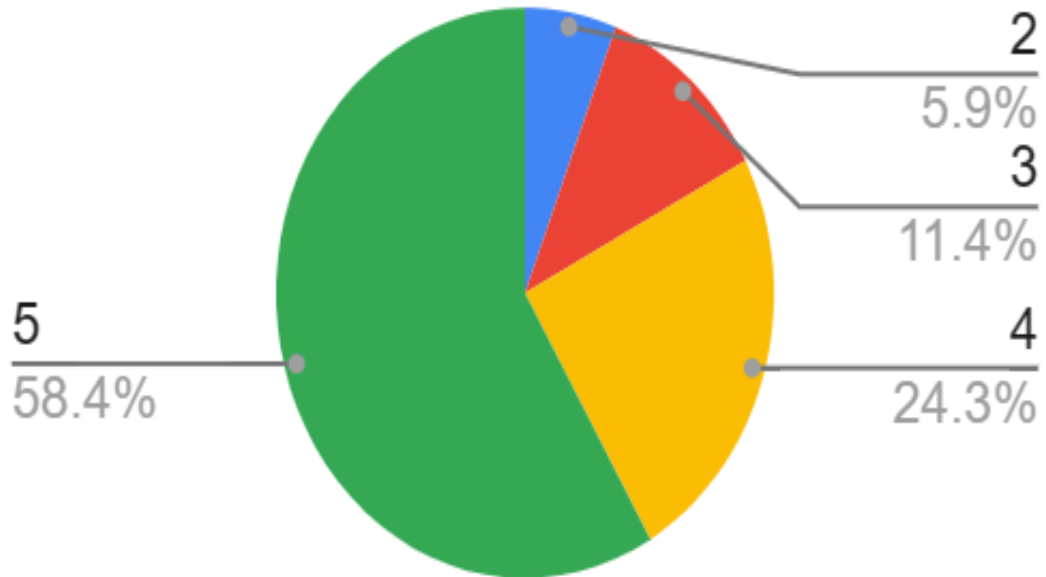
Figure 5
Rating of the Effective Branding and Positioning (Digital Marketing Strategy) by the Business Owners

Targeted marketing and advertising campaigns
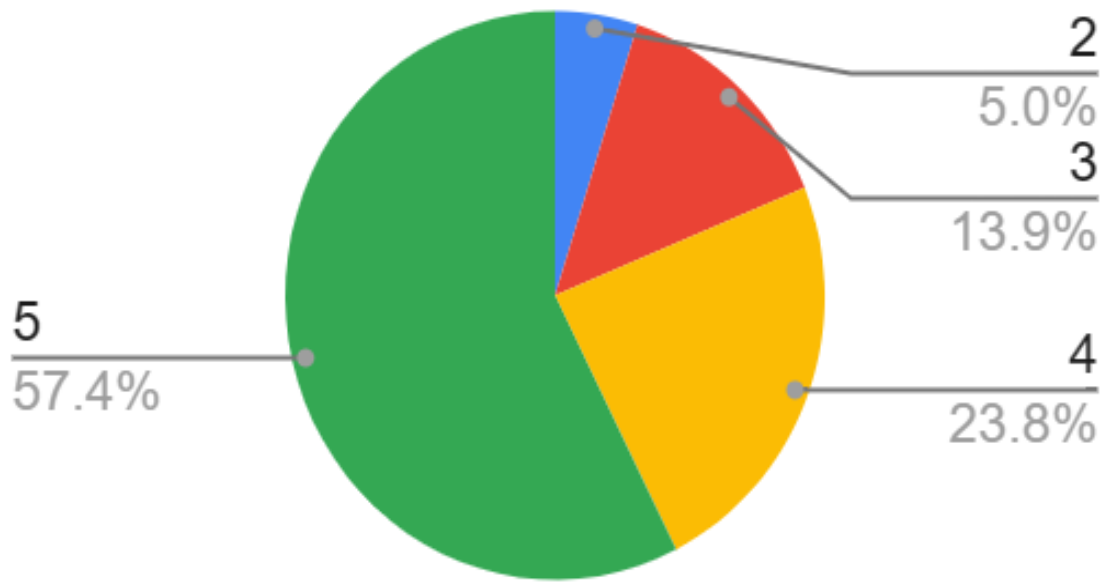
Figure 6
Rating of the Targeted marketing and advertising campaigns (Digital Marketing Strategy) by the Business Owners

Strategic partnerships and collaborations
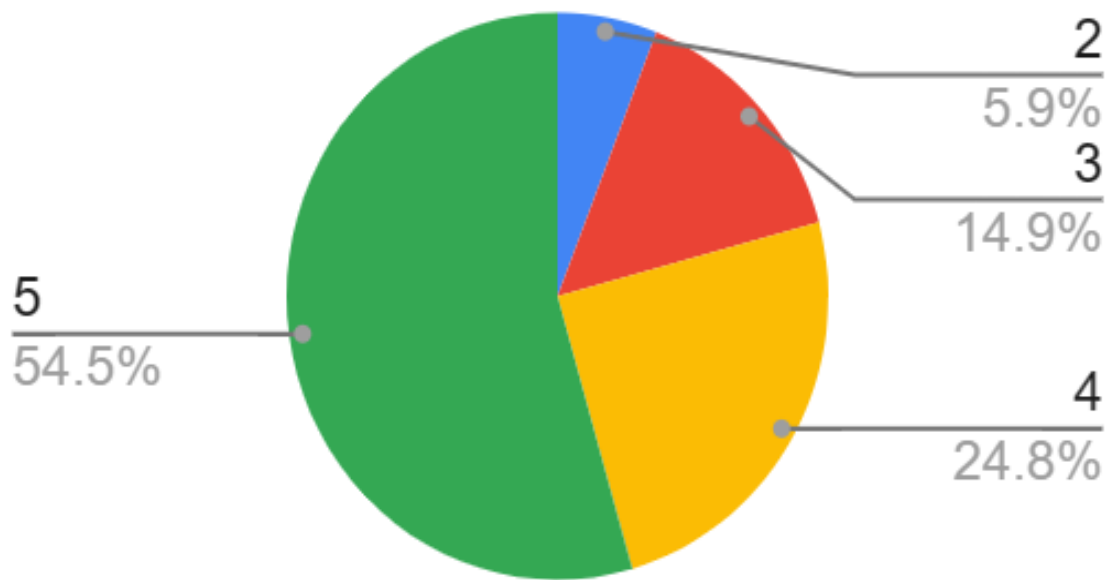
Figure 7
Rating of the Strategic partnerships and collaborations (Digital Marketing Strategy) by the Business Owners

Customer relationship management and loyalty programs
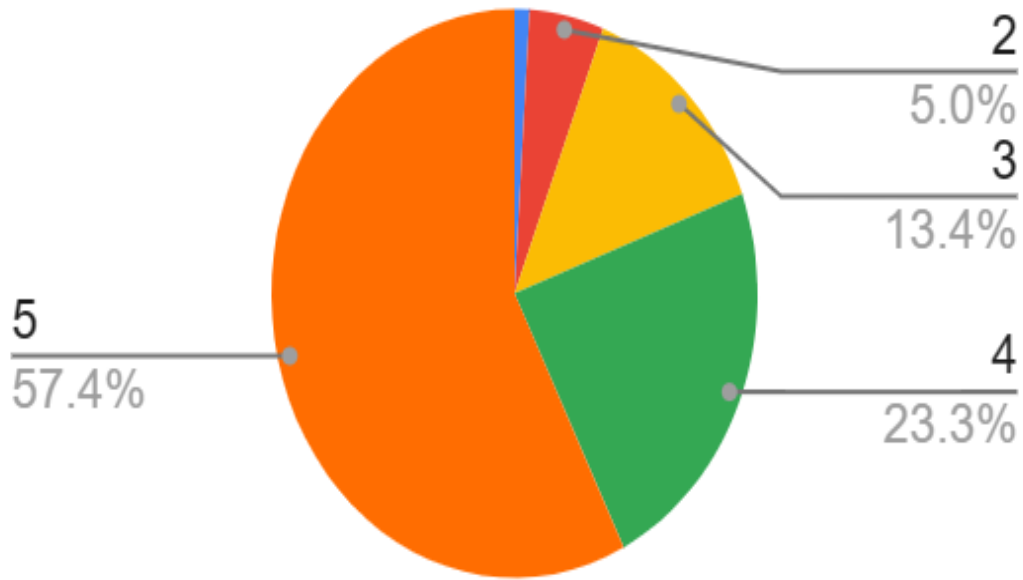
Figure 8
Rating of the Customer Relationship Management and Loyalty Programs (Digital Marketing Strategy) by the Business Owners

Competitive pricing and promotional Strategies
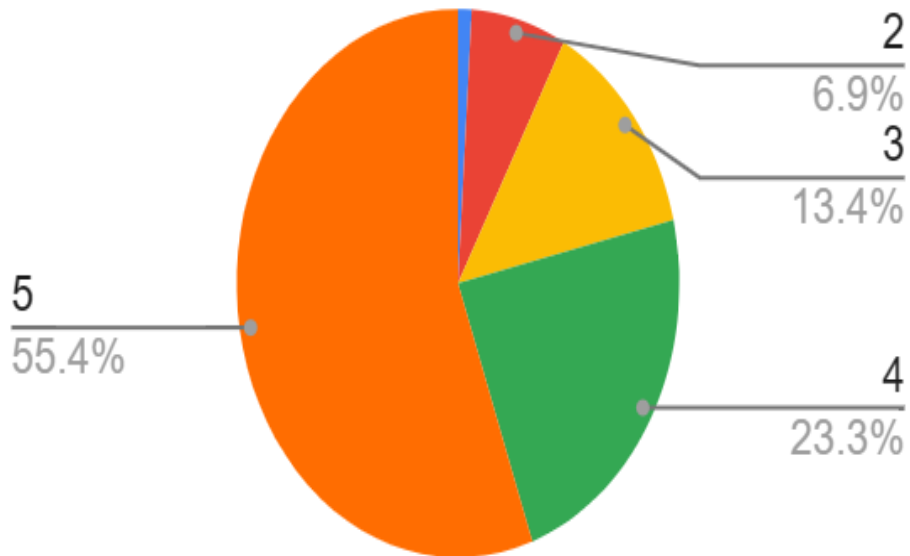
Figure 9
Rating of Competitive Pricing and Promotional Strategies (Digital Marketing Strategy) by the Business Owners

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Seamless Omnichannel retail experience
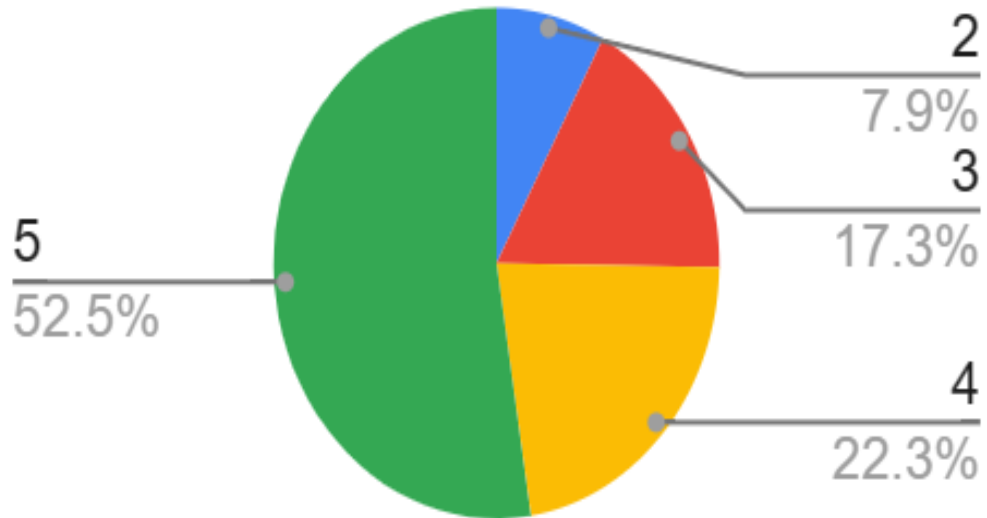
Figure 10
Rating of the Seamless Omnichannel Retail Experience(Digital Marketing Strategy) by
the Business Owners

Supply chain management and inventory optimization
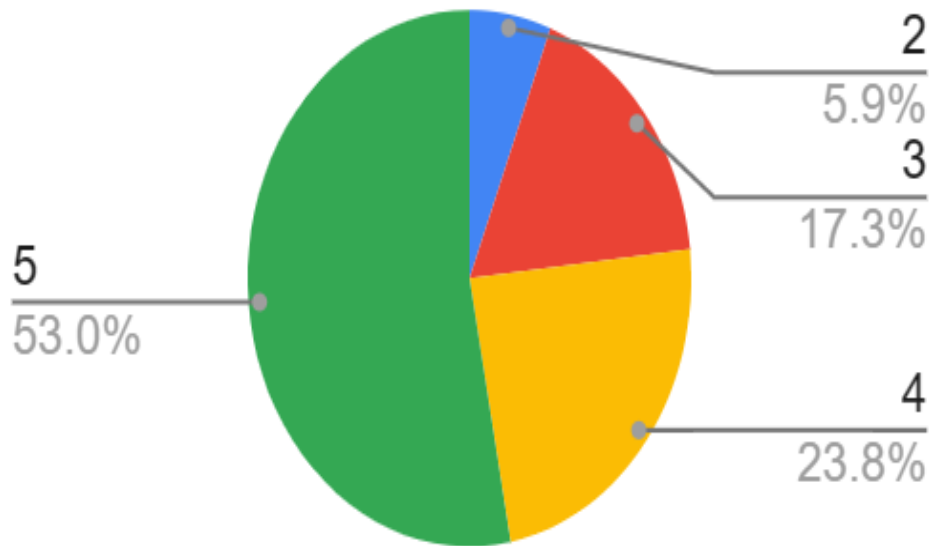
Figure 11
Rating of the Supply Chain Management and Inventory Optimization(Digital Marketing Strategy) by the Business Owners

Staff training and development programs
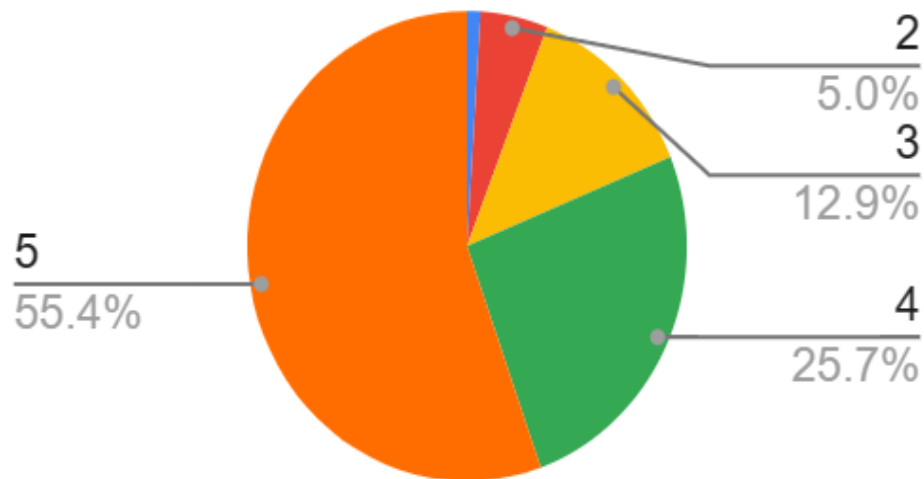
Figure 12
Rating of the Staff Training and Development Programs (Digital Marketing Strategy) by the Business Owners

Market research and trend analysis
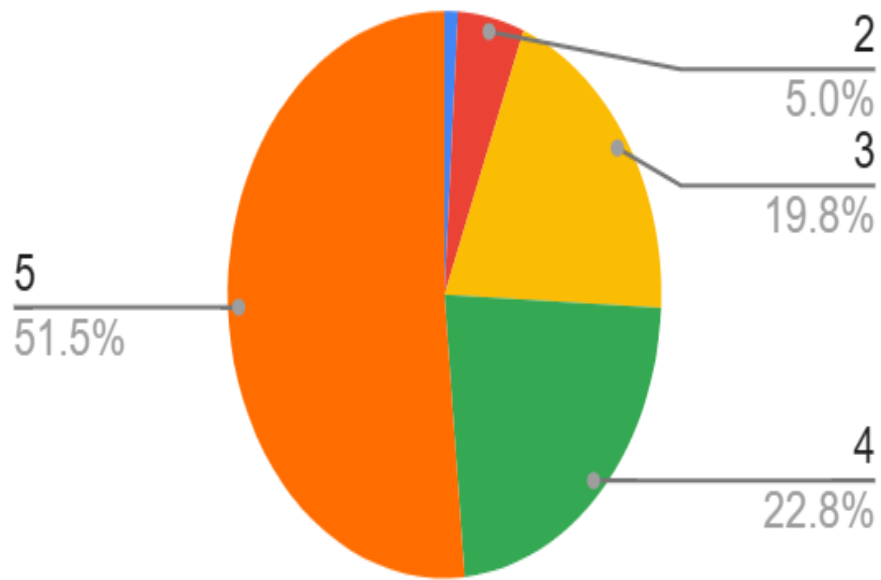
Figure 13
 Rating of Market Research and Trend Analysis (Digital Marketing Strategy) by the Business Owners

Impact of retail business development strategies on the growth and success of a designer garment brand?
1 - No impact at all
5 - Significant impact
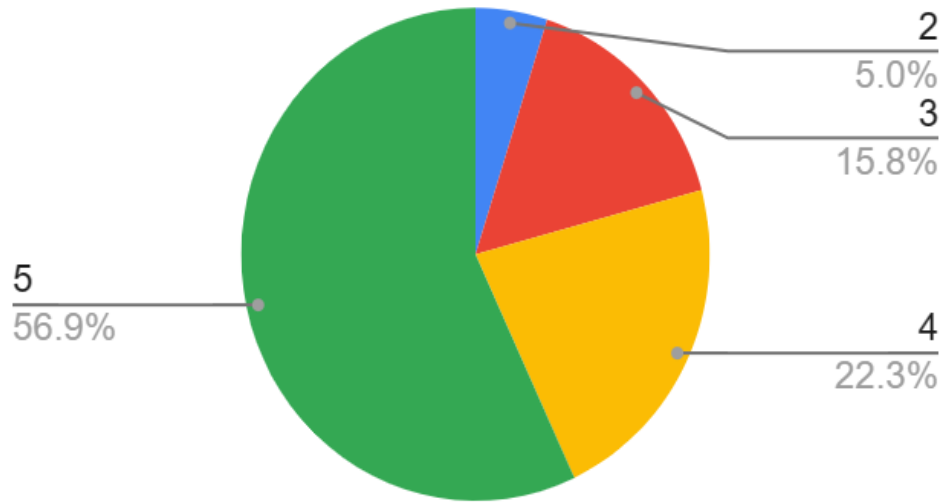
Figure 14
*Ratings for the impact of retail business development strategies on the growth and
success of a designer garment brand*

4.1.4 Quantitative Analysis 1 for Objective 1(Business)

Table 11
Quantitative Analysis 1 for Objective 1(Business)

Items	Category	Frequency	Mean
How familiar are you with the concept of retail business development strategies for building a designer garment brand?	(Scale: 1-5)		3.30
Have you previously worked or owned a business in the fashion industry?	Yes / No Yes No	60 142	
Please rate the following retail business development strategies based on their importance for supporting the growth of a designer garment brand. [**Effective branding and positioning**]	Use a scale of 1 to 5, 1 2 3 5	0 12 13 49 118	4.35
Please rate the following retail business development strategies	Use a scale of 1 to 5,		

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based on their importance for supporting the growth of a designer garment brand. **[Targeted marketing and advertising campaigns]**	1 2 3 4 5	0 10 28 48 116	4.33
Please rate the following retail business development strategies based on their importance for supporting the growth of a designer garment brand. **[Strategic partnerships and collaborations]**	1 2 3 4 5	0 12 30 50 110	4.27
Please rate the following retail business development strategies based on their importance for supporting the growth of a designer garment brand. **[Customer relationship management and loyalty programs]**	1 2 3 4 5	2 10 27 47 116	4.31
Please rate the following retail business development strategies based on their importance for supporting the growth of a designer garment brand. **[Competitive pricing and promotional strategies]**	Use a scale of 1 to 5, 1 2 3 4 5	2 14 27 47 112	4.25
Please rate the following retail business development strategies based on their importance for supporting the growth of a designer garment brand. **[Seamless omnichannel retail experience]**	1 2 3 4 5	0 16 35 45 106	4.19
Please rate the following retail business development strategies based on their importance for supporting the growth of a designer garment brand. **[Supply chain management and inventory optimization]**	1 2 3 4 5	0 12 35 48 107	4.23

Please rate the following retail business development strategies based on their importance for supporting the growth of a designer garment brand. [**Staff training and development programs**]	Use a scale of 1 to 5, 1 2 3 4 5	2 10 26 52 112	4.29
Please rate the following retail business development strategies based on their importance for supporting the growth of a designer garment brand. [**Market research and trend analysis**]	1 2 3 4 5	2 10 40 46 104	4.18
How do you perceive the impact of retail business development strategies on the growth and success of a designer garment brand? 1 - No impact at all 5 - Significant impact	(Scale: 1-5) 1 2 3 4 5	0 10 32 45 115	4.31

4.1.5 Regression Analysis

Regression analysis (constant is zero and level of confidence is 95%), For the regression analysis, consider the following independent and dependent variables based on the data collected:

Dependent Variable (Y)-

Perceived impact of retail business development strategies on the growth and success of a designer garment brand (Scale: 1-5). - This variable represents the overall impact perceived by respondents on the growth and success of a designer garment brand due to the implementation of retail business development strategies.

Independent Variables (X)-

How familiar the respondents are with the concept of retail business development strategies for building a designer garment brand. (Scale: 1-5) - This variable measures the respondents' familiarity with the concept of retail business development strategies.

Age - This variable represents the age of the respondents.

Occupation - This variable categorizes the respondents' occupation, e.g., entrepreneur, manager, employee, etc.

Annual Income - This variable represents the respondents' annual income.

Previous experience in the fashion industry (Binary: Yes / No) - This variable indicates whether respondents have previously worked or owned a business in the fashion industry.

Ratings for various retail business development strategies, such as:

1. Effective branding and positioning

2. Targeted marketing and advertising campaigns

3. Strategic partnerships and collaborations

4. Customer relationship management and loyalty programs

5. Competitive pricing and promotional strategies

6. Seamless omnichannel retail experience

7. Supply chain management and inventory optimization

8. Staff training and development programs

9. Market research and trend analysis

These variables capture the respondents' perceptions of the importance of each strategy in supporting the growth of a designer garment brand.

(Calculated the mean for all the business development strategies and found out the most important strategy according to the business for supporting the growth of the designer garment brand.)

Which is: [Effective branding and positioning] With the highest mean value, which is 4.35

Independent Variable

X1-Effective branding and positioning

X2-Targeted marketing and advertising campaigns

X3-Strategic partnerships and collaborations

X4-Customer relationship management and loyalty programs

X5-Competitive pricing and promotional strategies

X6-Seamless omnichannel retail experience

X7-Supply chain management and inventory optimization

X8-Staff training and development programs

X9-Market research and trend analysis

Dependent Variable

How do you perceive the impact of retail business development strategies on the growth and success of a designer garment brand?

(Scale: 1-5) 1 - No impact at all 5 - Significant impact

Table 12
Regression Statistics

	Regression Statistics
Multiple R	*0.995067057*
R Square	*0.990158448*
Adjusted R Square	*0.984569161*
Standard Error	*0.447262294*
Observations	*202*

Table 13
Anova Statistics

ANOVA

	Df (Degree of Freedom)	SS (Sum of Squares)	MS (Mean Squares) SS/Df	F	Significance F
Regression	9	3884.391593	431.599.659	2157.52542	1.03E-187
Residual	193	38.60840709	0.20004356		

Table 14
Regression Table

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
X Variable 1	0.043952535	0.036191131	1.214455957	0.226057493	-0.027428379	0.115333449	-0.027428379	0.115333449
X Variable 2	0.10739189	0.049329579	2.177028314	0.030692047	0.010097599	0.20468618	0.010097599	0.20468618
X Variable 3	0.187130013	0.06524575	2.868079743	0.004589111	0.058443754	0.315816271	0.058443754	0.315816271
X Variable 4	0.037631141	0.053188657	0.707503124	0.480107322	-0.067274532	0.142536815	-0.067274532	0.142536815
X Variable 5	-0.188753309	0.076650503	-2.462518864	0.014673304	-0.339933524	-0.037573094	-0.339933524	-0.037573094
X Variable 6	-0.250740915	0.085707767	-2.925533167	0.003850906	-0.419785058	-0.081696771	-0.419785058	-0.081696771
X Variable 7	0.179678492	0.086727655	2.071755459	0.039617848	0.008622791	0.350734193	0.008622791	0.350734193
X Variable 8	-0.08105894	0.059970987	-1.351635919	0.17807384	-0.199341616	0.037223737	-0.199341616	0.037223737
X Variable 9	0.981217555	0.043240845	22.69191425	2.29E-56	0.895932266	1.066502844	0.895932266	1.066502844

Figure 15
Coefficient of Regression

X1-Effective branding and positioning – Weak positive coefficient

X2-Targeted marketing and advertising campaigns - Weak positive coefficient

X3-Strategic partnerships and collaborations - Weak positive coefficient

X4-Customer relationship management and loyalty programs - Weak positive coefficient

X5-Competitive pricing and promotional strategies - Weak negative coefficient

X6-Seamless omnichannel retail experience - Weak negative coefficient

X7-Supply chain management and inventory optimization – Weak positive coefficient

X8-Staff training and development programs - Weak positive coefficient

X9-Market research and trend analysis - Strong positive coefficient

- A positive coefficient indicates that as the value of the independent variable increases, the mean of the dependent variable also tends to increase. A negative coefficient suggests that as the independent variable increases, the dependent variable tends to decrease.

- The standard error of the regression (S), also known as the standard error of the estimate, represents the average distance that the observed values fall from the regression line. Conveniently, it tells you how wrong the regression model is on average using the units of the response variable.

- The greater the magnitude of T, the greater the evidence against the null hypothesis. This means there is greater evidence that there is a significant

difference. The closer T is to 0, the more likely there isn't a significant difference.

- P value in excel If the p-value is >0.10, then the data is not significant. If the p-value is <=0.10, then the data is marginally effective. If the p-value is <=0.05, then the data is significant, and if the p-value is <0.05, then the data is highly important.

- The 95% Confidence Interval is also shown as Lower 95% & Upper 95% in many packages. You can be 95% confident that the real, underlying value of the coefficient you are estimating falls somewhere in that 95% confidence interval. So, if the interval does not contain 0, your P-value will be .05 or less.

4.1.6 Conclusion for Objective 1

- By calculating the mean for all the business development strategies and found out the most important strategy according to the business for supporting the growth of the designer garment brand. The most important strategy which supports the growth of the designer garment brand is Effective branding and positioning with an average mean of 4.35.

- With this setup, I performed multiple regression analysis, where the dependent variable (perceived impact) is regressed on the independent variables (familiarity

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with strategies, age, occupation, income, previous experience, and ratings for

various strategies).

- The regression analysis helped in understanding which independent variables

  have a significant impact on the perceived impact of retail business development

  strategies on the growth and success of a designer garment brand

- According to the regression analysis, the most important strategy which supports

  the growth of the designer garment brand is Market research and trend analysis

  with a coefficient of 0.98.

4.2 Research Objective 2

To identify the key factors that influence the business development of a retail

business.

4.2.1 Quantitative Analysis 2 for objective 2 (Business)

Table 15
Quantitative Analysis 2 for objective 2

Item	Category	Frequency	Mean	Median	Standard Deviation
How familiar are you with the concept of retail business development strategies for building a designer garment brand?	(Scale: 1-5)		3.30	3	1.02
Have you previously worked or owned a business in the fashion industry?	Yes / No				
	Yes	60			
	No	142			
Please rate the following retail business development strategies based on their importance for supporting the	Use a scale of 1 to 5,				
	1	0			
	2	12			
	3	13	4.35	5	0.90

growth of a designer garment brand.	4	49			
	5	118			
[Effective branding and positioning]					
Please rate the following retail business development strategies based on their importance for supporting the growth of a designer garment brand. **[Targeted marketing and advertising campaigns]**	Use a scale of 1 to 5,				
	1	0			
	2	10			
	3	28	4.33	5	0.89
	4	48			
	5	116			
Please rate the following retail business development strategies based on their importance for supporting the growth of a designer garment brand.	1	0			
	2	12			
	3	30	4.27	5	0.92
	4	50			
	5	110			
[Strategic partnerships and collaborations]					
Please rate the following retail business development strategies based on their importance for supporting the growth of a designer garment brand.	1	2			
	2	10			
	3	27	4.31	5	0.94
	4	47			
	5	116			
[Customer relationship management and loyalty programs]					
Please rate the following retail business development strategies based on their importance for supporting the growth of a designer garment brand. **[Competitive pricing and promotional strategies]**	1				
	2	2			
	3	14			
	4	27	4.25	5	0.99
	5	47			
		112			
Please rate the following retail business development strategies based on their importance for supporting the	1	0			
	2	16			
	3	35	4.19	5	0.99

growth of a designer garment brand.	4	45			
	5	106			
[Seamless omnichannel retail experience] Please rate the following retail business development strategies based on their importance for supporting the growth of a designer garment brand.	1	0			
	2	12			
	3	35	4.23	5	0.94
	4	48			
	5	107			
[Supply chain management and inventory optimization] Please rate the following retail business development strategies based on their importance for supporting the growth of a designer garment brand.	Use a scale of 1 to 5,				
	1	2			
	2	10	4.29	5	0.94
	3	26			
	4	52			
[Staff training and development programs] Please rate the following retail business development strategies based on their importance for supporting the growth of a designer garment brand.	5	112			
	1	2			
	2	10			
	3	40	4.18	5	0.98
	4	46			
	5	104			
[Market research and trend analysis] How do you perceive the impact of retail business development strategies on the growth and success of a designer garment brand? 1 - No impact at all 5 - Significant impact	(Scale: 1-5)				
	1	0			
	2	10			
	3	32	4.31	5	0.91
	4	45			
	5	115			

Dependent Variable (Y Variable)-

Business Development of the Retail Business – How do you perceive the impact of retail business development strategies on the growth and success of a designer garment brand?

Independent Variables-
X Variable 1 - 1. How familiar respondents are with the concept of retail business development strategies for building a designer garment brand (Scale: 1-5).

2. Ratings for each retail business development strategy, including:

X Variable 2 - Effective branding and positioning

X Variable 3 - Targeted marketing and advertising campaigns

X Variable 4 - Strategic partnerships and collaborations

X Variable 5 - Customer relationship management and loyalty programs

X Variable 6 - Competitive pricing and promotional strategies

X Variable 7 - Seamless omnichannel retail experience

X Variable 8 - Supply chain management and inventory optimization

X Variable 9 - Staff training and development programs

X Variable 10 - Market research and trend analysis

Table 16
Regression Table

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
X Variable 1	0.036676	0.08824	0.415636	0.67814	-0.13737	0.210719	-0.13737	0.210719
X Variable 2	0.118818	0.121279	0.979713	0.32846	-0.12039	0.358028	-0.12039	0.358028
X Variable 3	-0.07988	0.161817	-0.49366	0.622108	-0.39905	0.239284	-0.39905	0.239284

X Variable 4	-0.00737	0.129357	-0.057	0.954602	-0.26252	0.24777	-0.26252	0.24777
X Variable 5	0.324592	0.189078	1.716706	0.087646	-0.04835	0.697529	-0.04835	0.697529
X Variable 6	0.006716	0.212741	0.031567	0.97485	-0.41289	0.426325	-0.41289	0.426325
X Variable 7	0.438034	0.212982	2.05667	0.04107	0.017949	0.858119	0.017949	0.858119
X Variable 8	-0.43503	0.146351	-2.97254	0.003332	-0.7237	-0.14637	-0.7237	-0.14637
X Variable 9	-0.21257	0.201149	-1.05677	0.291944	-0.60931	0.184177	-0.60931	0.184177
X Variable 10	0.567698	0.174836	3.247033	0.001376	0.222852	0.912543	0.222852	0.912543
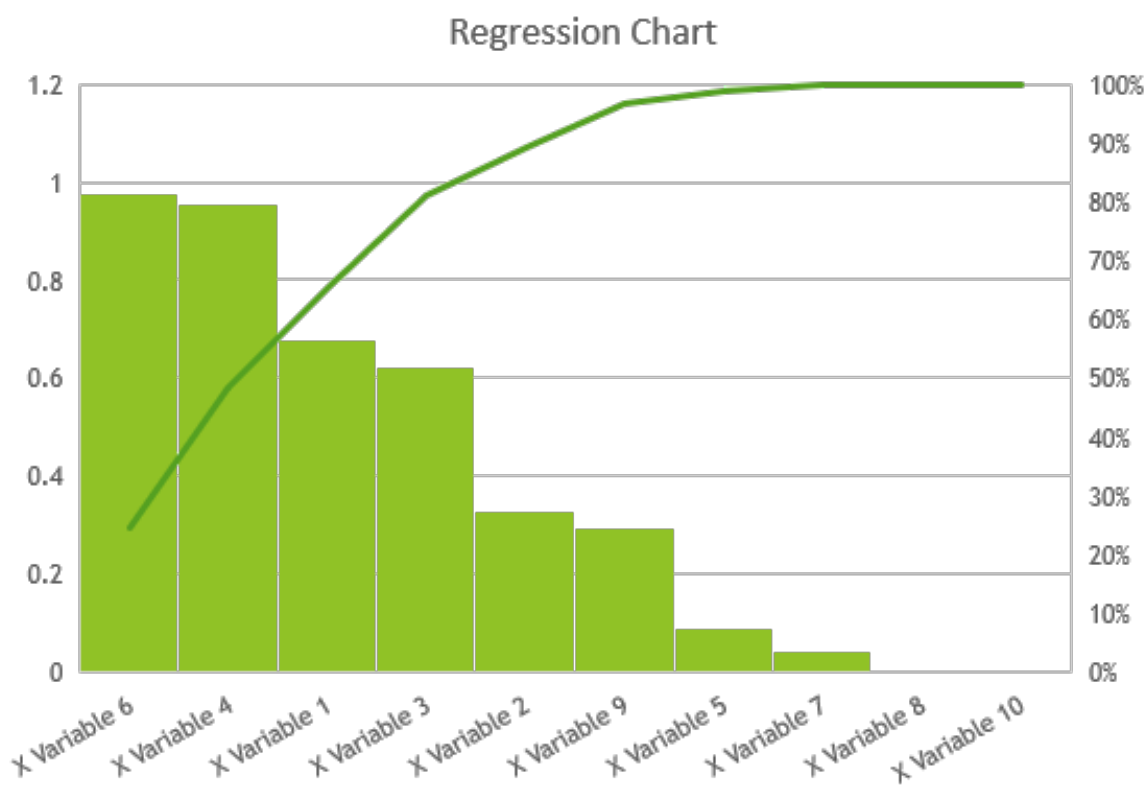
Figure 16
P-Value Chart for regression

X Variable 1 - 1. How familiar respondents are with the concept of retail business

development strategies for building a designer garment brand

X Variable 2 - Effective branding and positioning

X Variable 3 - Targeted marketing and advertising campaigns

X Variable 4 - Strategic partnerships and collaborations

X Variable 5 - Customer relationship management and loyalty programs

X Variable 6 - Competitive pricing and promotional strategies

X Variable 7 - Seamless omnichannel retail experience

X Variable 8 - Supply chain management and inventory optimization

X Variable 9 - Staff training and development programs

X Variable 10 - Market research and trend analysis

Figure 17
Coefficient of regression

X Variable 2 - Effective branding and positioning

X Variable 3 - Targeted marketing and advertising campaigns

X Variable 4 - Strategic partnerships and collaborations

X Variable 5 - Customer relationship management and loyalty programs

X Variable 6 - Competitive pricing and promotional strategies

X Variable 7 - Seamless omnichannel retail experience

X Variable 8 - Supply chain management and inventory optimization

X Variable 9 - Staff training and development programs

X Variable 10 - Market research and trend analysis

4.2.3 Conclusion for Objective 2

- With this setup, I performed multiple regression analysis, where the dependent variable (perceived impact) is regressed on the independent variables (familiarity with strategies, age, occupation, income, previous experience, and ratings for various strategies).

- The regression analysis helped in understanding which independent variables have a significant impact on the perceived impact of retail business development strategies on the growth and success of a designer garment brand

- According to the regression analysis, the , the most significant impact on the dependent variable was of X Variable 10 - Market research and trend

analysis and least significant impact was of X Variable 8 - Supply chain

management and inventory optimization.

4.3 Research Objective 3
To evaluate the impact of digital marketing in building a Designer Garment Brand.

4.3.1 Steps for the Quantitative Analysis for Objective 3
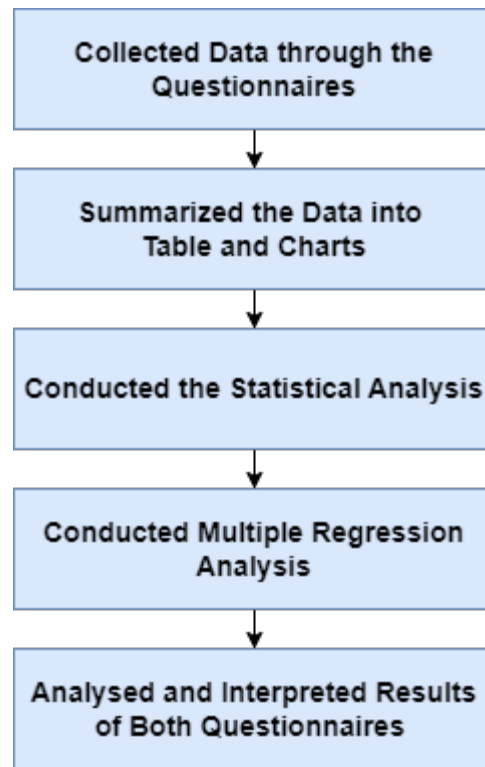
Figure 18
Flow chart for the Quantitative Analysis for Objective 3

4.3.2 Quantitative Analysis 3.1 for objective 3(Customer)

Table 17
Quantitative Analysis 3.1 for objective 3(Customer)

Items	Category	Frequency	Percentage
1. How often do you interact with digital marketing campaigns for fashion brands?	Daily	90	22.22
	Monthly	72	17.77
	Never	12	2.96
	Rarely	68	16.79
	Weekly	163	40.20
2. How likely are you to purchase designer garment brands that utilize digital marketing campaigns compared to those that do not?	Much less likely	16	3.95
	Much more likely	104	25.67
	No difference	73	18.02
	Somewhat less likely	19	4.69
	Somewhat more likely	193	47.65

3. How do you perceive the quality of digital marketing campaigns run by designer garment brands?	Excellent	143	35.30
	Good	201	49.62
	Neutral	61	15.06
	Poor	0	0
4. To what extent do you believe digital marketing campaigns have impacted the fashion industry?	Neutral	44	10.86
	Not very much	4	0.98
	Significantly	206	50.86
	Somewhat	151	37.28
5. Do you feel that the use of digital marketing impacts the perceived quality of designer garment brands?	No, it has no impact	56	13.82
	Yes, negatively	0	0
	Yes, positively	349	86.17
6. How important is the use of digital marketing in the success of a designer garment brand?	Neutral	78	19.25
	Not at all important	0	0
	Not very important	5	1.23
	Somewhat important	166	40.98
	Very important	156	38.51
7. On a scale of 1-10, how likely are you to follow a designer garment brand on social media?	1	8	1.94
	2	4	0.98
	3	12	2.96
	4	4	0.98
	5	24	5.92
	6	36	8.88
	7	74	18.27
	8	109	26.91
	9	82	20.24
	10	52	12.83
8. On which social media platform(s) do you follow designer garment brands? (choose all that apply)	Instagram Facebook Pinterest Twitter LinkedIn Tik Tok	These are the most to least social media platform on which people follow designer garment brand.	

9. How influential are social media influencers in your decision to purchase designer garment brands?	Extremely influential	106	26.17
	Neutral	85	20.98
	Not at all influential	4	0.98
	Not very influential	16	3.95
	Somewhat influential	194	47.90
10. Which type of content do you find most engaging on designer garment brand's social media accounts?	Behind-the-scenes content	70	17.28
	Influencer collaborations	56	13.82
	Photos of products	48	11.85
	Videos of products	231	57.03
11. How likely are you to engage with a digital marketing campaign for designer garment brands? (e.g. liking, commenting, sharing)	Neutral	182	44.93
	Somewhat likely	94	23.20
	Somewhat unlikely	17	4.19
	Very likely	96	23.70
	Very unlikely	16	3.95

Dependent Variable

How likely are you to purchase designer garment brands that utilize digital marketing campaigns compared to those that do not?

Independent Variables

- How often do respondents interact with digital marketing campaigns for fashion brands.

- Perception of the quality of digital marketing campaigns run by designer garment brands.

- Perception of the impact of digital marketing campaigns on the fashion industry.

- Perception of how digital marketing impacts the perceived quality of designer garment brands.

- Importance of digital marketing in the success of a designer garment brand.

- Likelihood of following a designer garment brand on social media (rated on a scale of 1-10).

- Social media platforms where respondents follow designer garment brands.

- Influence of social media influencers on purchasing decisions related to designer garment brands.

- Type of content that respondents find most engaging on designer garment brand's social media accounts.

- Likelihood of engaging with a digital marketing campaign for designer garment brands (e.g., liking, commenting, sharing).

- The one thing that would influence respondents to select a designer garment brand based on their experience.

4.3.3 Correlation

Column 1- How often do you interact with digital marketing campaigns for fashion brands?

Column 2- How likely are you to purchase designer garment brands that utilize digital marketing campaigns compared to those that do not?

 Column 3- How do you perceive the quality of digital marketing campaigns run by designer garment brands?

Column 4- To what extent do you believe digital marketing campaigns have impacted the fashion industry?

Column 5- Do you feel that the use of digital marketing impacts the perceived quality of designer garment brands?

Column 6-How important is the use of digital marketing in the success of a designer garment brand?

Column 7-On a scale of 1-10, how likely are you to follow a designer garment brand on social media?

Table 18
Correlation Types

Pearson correlation coefficient (r)	Correlation type	Interpretation
Between 0 and 1	Positive correlation	When one variable changes, the other variable changes in the same direction.
0	No correlation	There is no relationship between the variables.
Between 0 and -1	Negative correlation	When one variable changes, the other variable changes in the opposite direction.

Dependent Variable

How likely are you to purchase designer garment brands that utilize digital marketing campaigns compared to those that do not?

Independent Variables

1. How do you perceive the quality of digital marketing campaigns run by designer garment brands?

 2. To what extent do you believe digital marketing campaigns have impacted the fashion industry?

 3. Do you feel that the use of digital marketing impacts the perceived quality of designer garment   brands?

 4. How important is the use of digital marketing in the success of a designer garment brand?

 5. On a scale of 1-10, how likely are you to follow a designer garment brand on social media?

 6. How often do you interact with digital marketing campaigns for fashion brands?

4.3.4 Regression Table

Table 19
Regression table customer quantitative analysis

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
X Variable 1	0.522404	0.053396	9.783511	2.11E-20	0.417431	0.627378	0.417431	0.627378
X Variable 2	0.900977	0.095927	9.392287	4.58E-19	0.712391	1.089564	0.712391	1.089564
X Variable 3	-0.72945	0.11523	-6.3304	6.59E-10	-0.95599	-0.50292	-0.95599	-0.50292
X Variable 4	0.372356	0.311162	1.196664	0.232148	-0.23937	0.984078	-0.23937	0.984078

X Variable 5	0.713468	0.124372	5.736569	1.91E-08	0.468962	0.957974	0.468962	0.957974
X Variable 6	-0.12067	0.072512	-1.66413	0.096871	-0.26322	0.021884	-0.26322	0.021884

Coefficient of Regression

1. How do you perceive the quality of digital marketing campaigns run by designer garment brands?

2. To what extent do you believe digital marketing campaigns have impacted the fashion industry?

3. Do you feel that the use of digital marketing impacts the perceived quality of designer garment   brands?

4. How important is the use of digital marketing in the success of a designer garment brand?

5. On a scale of 1-10, how likely are you to follow a designer garment brand on social media?

6. How often do you interact with digital marketing campaigns for fashion brands?
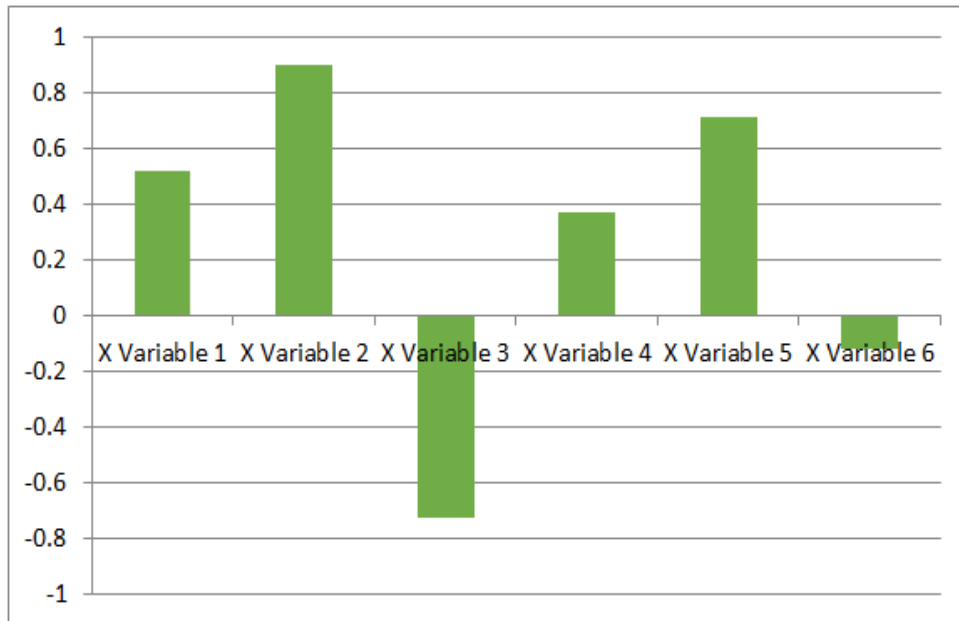
Figure 19
Coefficient of Regression

- A positive coefficient indicates that as the value of the independent variable increases, the mean of the dependent variable also tends to increase. A negative coefficient suggests that as the independent variable increases, the dependent variable tends to decrease.

- The standard error of the regression (S), also known as the standard error of the estimate, represents the average distance that the observed values fall from the regression line. Conveniently, it tells you how wrong the regression model is on average using the units of the response variable.

- The greater the magnitude of T, the greater the evidence against the null hypothesis. This means there is greater evidence that there is a significant

difference. The closer T is to 0, the more likely there isn't a significant difference.

- P value in excel If the p-value is >0.10, then the data is not significant. If the p-value is <=0.10, then the data is marginally effective. If the p-value is <=0.05, then the data is significant, and if the p-value is <0.05, then the data is highly important.

- The 95% Confidence Interval is also shown as Lower 95% & Upper 95% in many packages. You can be 95% confident that the real, underlying value of the coefficient you are estimating falls somewhere in that 95% confidence interval. So, if the interval does not contain 0, your P-value will be .05 or less.

4.3.5 Conclusion for Objective 3.1

- By calculating the correlation for all the variables, the most strong positively correlated variable were "How important is the use of digital marketing in the success of a designer garment brand?" and "On a scale of 1-10, how likely are you to follow a designer garment brand on social media?"

- And most strong negatively correlated variable were "How do you perceive the quality of   digital marketing campaigns run by designer garment brands?" and "On a scale of 1-10, how likely are you to follow a designer garment brand on social media?"

- With this setup, I performed multiple regression analysis, where the dependent variable (perceived impact) is regressed on the independent variables.

- The regression analysis helped in understanding which independent variables have a significant impact on the dependent variable which is Variable 2 "How do you perceive the quality of digital marketing campaigns run by designer garment brands?"

4.3.6 Quantitative Analysis 3.2 for objective 3(Employee)

Table 20
Quantitative Analysis 3.2 for objective 3(Employee)

Items	Category	Frequency	Percentage
1. How often do you interact with digital marketing campaigns for fashion brands?	Daily	15	27.27
	Monthly	12	21.8
	Never	3	5.45
	Rarely	9	16.36
	Weekly	16	29.09
2. How likely are you to purchase designer garment brands that utilize digital marketing campaigns compared to those that do not?	Much less likely	4	7.27
	Much more likely	10	18.18
	No difference	12	21.81
	Somewhat less likely	5	9.09
	Somewhat more likely	24	43.63
3. How do you perceive the quality of digital marketing campaigns run by designer garment brands?	Excellent	13	23.63
	Good	23	41.81
	Neutral	11	20.00
	Poor	8	14.54
4. To what extent do you believe digital marketing campaigns have impacted the fashion industry?	Neutral	9	16.36
	Not very much	7	12.72
	Significantly	20	36.36
	Somewhat	19	34.54

5. Do you feel that the use of digital marketing impacts the perceived quality of designer garment brands?	No, it has no impact Yes, negatively Yes, positively	10 11 34	18.18 20.00 61.81
6. How important is the use of digital marketing in the success of a designer garment brand?	Neutral Not at all important Not very important Somewhat important Very important	8 2 5 18 22	14.54 3.63 9.09 32.72 40
7. On a scale of 1-10, how likely are you to follow a designer garment brand on social media?	1 2 3 4 5 6 7 8 9 10	0 4 5 7 8 10 4 5 4 8	0 7.27 9.09 12.72 14.54 18.18 7.27 9.09 7.27 14.54
8. On which social media platform(s) do you follow designer garment brands? (choose all that apply)	Instagram Facebook Pinterest Twitter LinkedIn Tik Tok	These are the most to least social media platform on which people follow designer garment brand.	

Correlation

Column 1-How likely are you to purchase designer garment brands that utilize digital marketing campaigns compared to those that do not?

Column 2- How do you perceive the quality of digital marketing campaigns run by

designer garment brands?

Column 3- To what extent do you believe digital marketing campaigns have impacted the fashion industry?

Column 4- Do you feel that the use of digital marketing impacts the perceived quality of designer garment brands?

Column 5- How important is the use of digital marketing in the success of a designer garment brand?

Column 6- On a scale of 1-10, how likely are you to follow a designer garment brand on social media?

Column 7- How often do you interact with digital marketing campaigns for fashion brands?

Table 21
Correlation Table

	Column 1	Column 2	Column 3	Column 4	Column 5	Column 6	Column 7
Column 1	1						
Column 2	0.149414	1					
Column 3	-0.14524	0.641574	1				
Column 4	0.012307	0.875186	0.760658	1			
Column 5	0.374474	0.79135	0.272127	0.662333	1		
Column 6	0.23931	0.930924	0.474283	0.818837	0.870217	1	
Column 7	0.293759	-0.38883	-0.82392	-0.63127	0.010073	-0.25799	1

Dependent Variable

How likely are you to purchase designer garment brands that utilize digital marketing campaigns compared to those that do not?

Independent Variables

1. How do you perceive the quality of digital marketing campaigns run by designer garment brands?

2. To what extent do you believe digital marketing campaigns have impacted the fashion industry?

3. Do you feel that the use of digital marketing impacts the perceived quality of designer garment brands?

4. How important is the use of digital marketing in the success of a designer garment brand?

5. On a scale of 1-10, how likely are you to follow a designer garment brand on social media?

6. How often do you interact with digital marketing campaigns for fashion brands?

Table 22
Regression Table

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
X Variable 1	-0.36879	0.516082	-0.7146	0.478249	-1.4059	0.668315	-1.4059	0.668315
X Variable 2	0.390213	0.243453	1.602829	0.1154	-0.09902	0.879449	-0.09902	0.879449
X Variable 3	-0.1317	0.46018	-0.28619	0.775941	-1.05646	0.793069	-1.05646	0.793069
X Variable 4	0.385297	0.286339	1.345598	0.184626	-0.19012	0.960718	-0.19012	0.960718

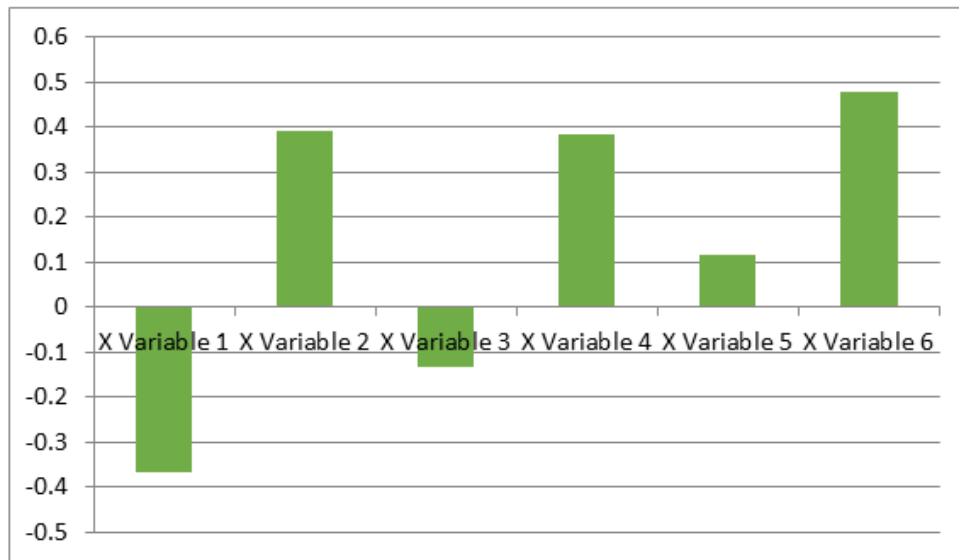|								
X Variable 5	0.115764	0.208942	0.554046	0.582067	-0.30412	0.535648	-0.30412	0.535648
X Variable 6	0.477533	0.09878	4.834306	1.36E-05	0.279027	0.676039	0.279027	0.676039

Figure 20
Coefficient of correlation for Quantitative Analysis 3.2 for objective 3(Employee)

1. How do you perceive the quality of digital marketing campaigns run by designer garment

brands?

 2. To what extent do you believe digital marketing campaigns have impacted the fashion

industry?

 3. Do you feel that the use of digital marketing impacts the perceived quality of designer

garment   brands?

 4. How important is the use of digital marketing in the success of a designer garment

brand?

5. On a scale of 1-10, how likely are you to follow a designer garment brand on social media?

6. How often do you interact with digital marketing campaigns for fashion brands?

4.3.7 Conclusion for Quantitative Analysis 3.2 for Objective 3(Employee)

- By calculating the correlation for all the variables, the most strongly positively correlated variable were Column 2- How do you perceive the quality of digital marketing campaigns run by designer garment brands? and Column 6- On a scale of 1-10, how likely are you to follow a designer garment brand on social media?

- And most strong negatively correlated variable were Column 4- Do you feel that the use of digital marketing impacts the perceived quality of designer garment brands? And Column 7- How often do you interact with digital marketing campaigns for fashion brands?

- With this setup, I performed multiple regression analysis, where the dependent variable (perceived impact) is regressed on the independent variables.

- The regression analysis helped in understanding which independent variables have a significant impact on the dependent variable which is

Variable 6 "How often do you interact with digital marketing campaigns for

fashion brands?"

4.4 Research Objective 4

To explore the relationship between digitization and the growth of the consumer

market.

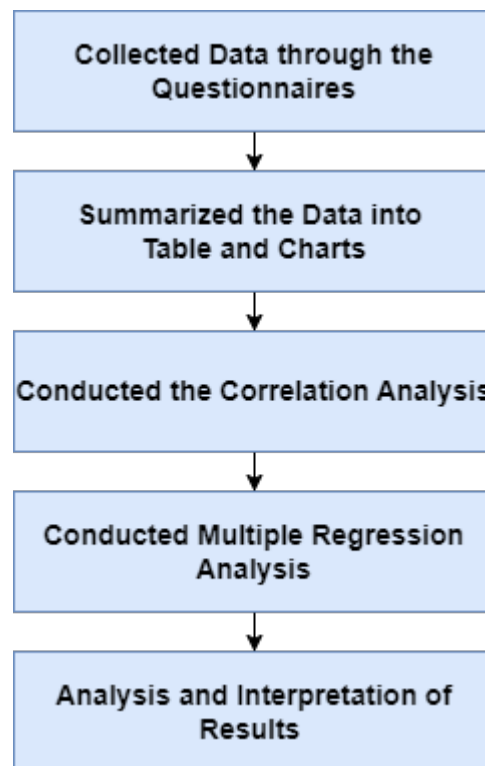### 4.4.1 Steps for the Quantitative Analysis for Objective 4

Figure 21
Flow chart for Quantitative Analysis for Objective 4

- Collected data from respondents using surveys or questionnaires, capturing their

  perceptions and behaviors related to digital marketing and designer garment brands.

- Coded the data as necessary for numerical analysis (e.g., Likert scale responses can be coded on a numeric scale).

- Conducted correlation analysis to understand the relationships between different variables, such as the correlation between the impact of digital marketing campaigns and the likelihood of purchasing designer garment brands.

- Conducted multiple regression analysis to identify which independent variables have a significant impact on the success of the designer garment brand. This analysis will help quantify the influence of various factors and identify the most critical factors affecting the brand's success.

4.4.2 Summarized charts of analysis

Gender

93.6% of the respondents are female.

6.4% of the respondents are male
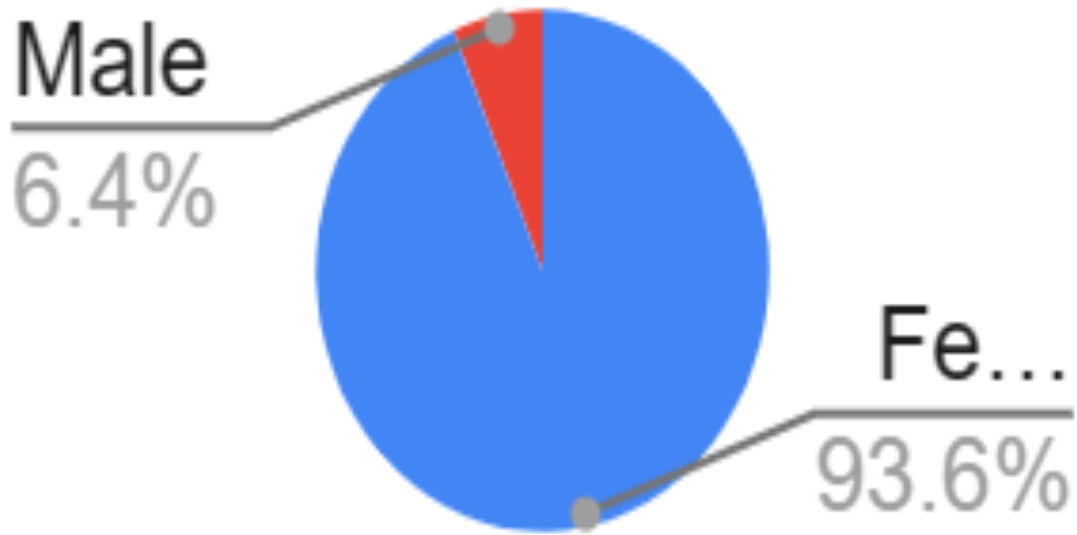
Figure 22
Gender Wise Distribution

How often do you interact with digital marketing campaigns for fashion brands?
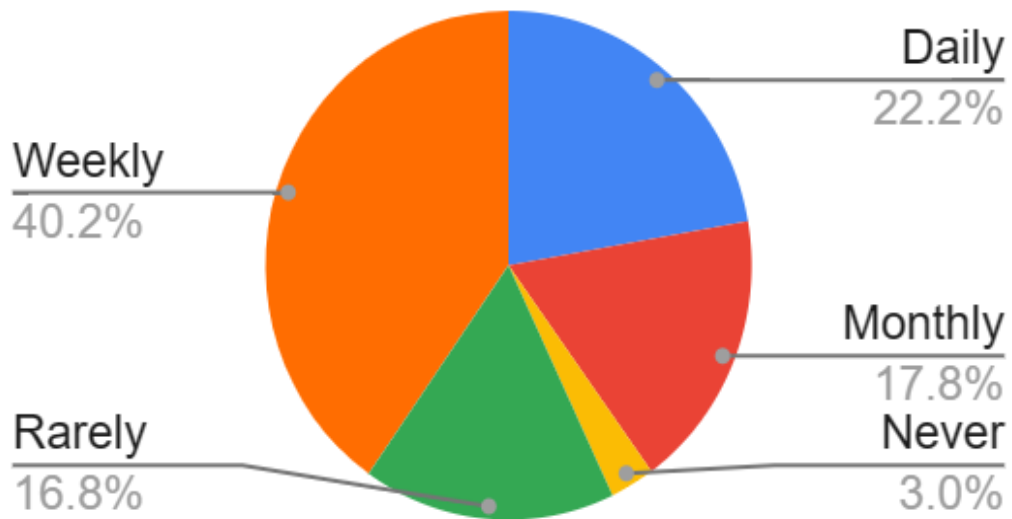
Figure 23
Rating of how do you interact with digital marketing campaigns for fashion brands

How likely are you to purchase designer garment brands that utilize digital marketing campaigns compared to those that do not?
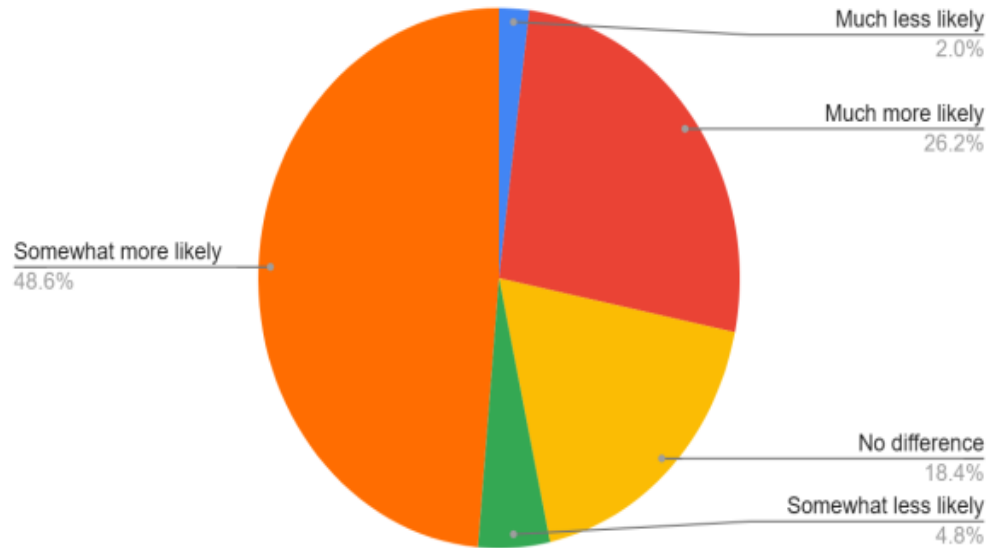
Figure 24
 Rating of how likely are you to purchase designer garment brands that utilize digital marketing campaigns compared to those that do not

How do you perceive the quality of digital marketing campaigns run by designer garment brands?
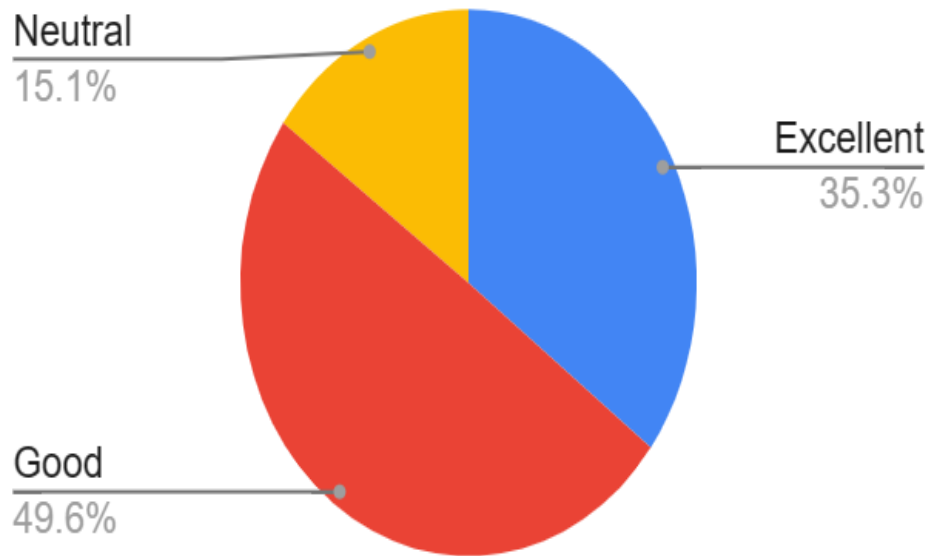
Figure 25
Rating to perceiving the quality of digital marketing campaigns run by designer garment brands

To what extent do you believe digital marketing campaigns have impacted the fashion industry?
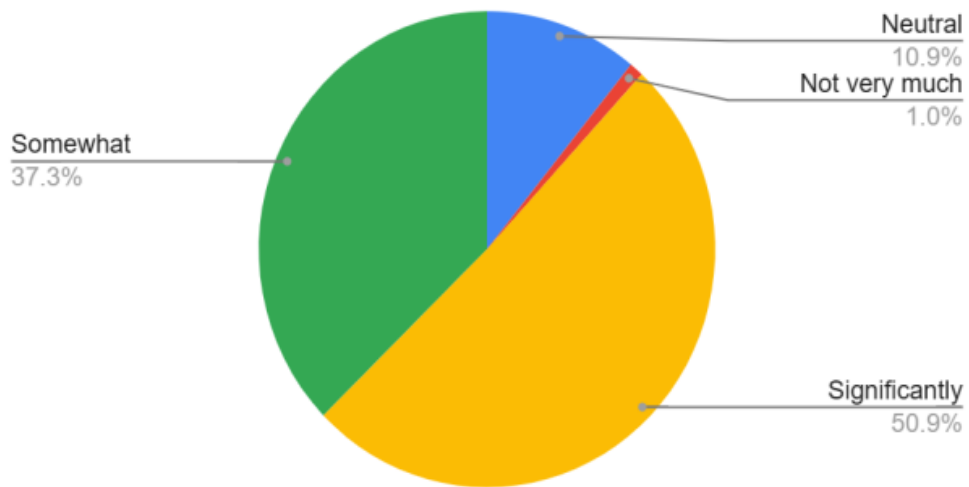
Figure 26
Rating to what extent do you believe digital marketing campaigns have impacted the fashion industry

Do you feel that the use of digital marketing impacts the perceived quality of designer garment brands?
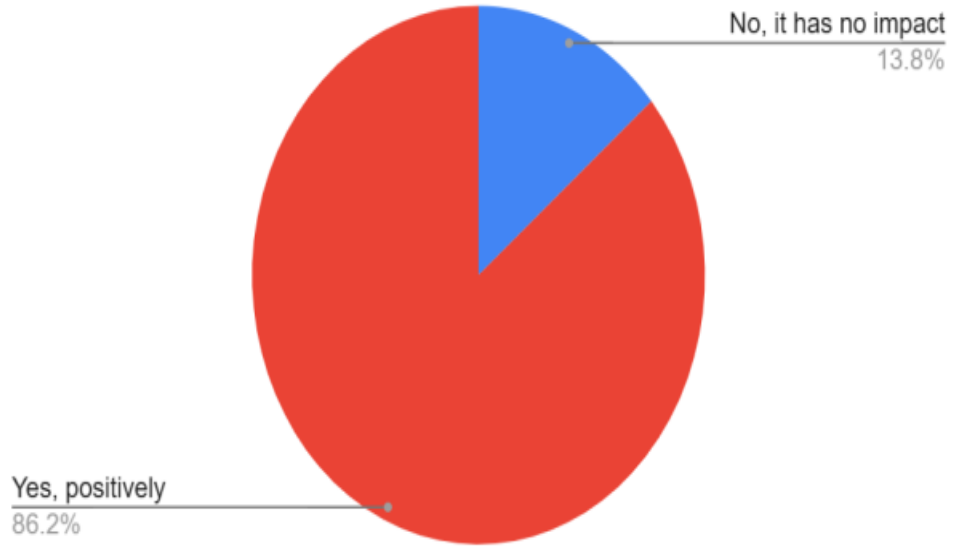
Figure 27
 Rating how you feel that the use of digital marketing impacts the perceived quality of designer garment brands

How important is the use of digital marketing in the success of a designer garment brand?
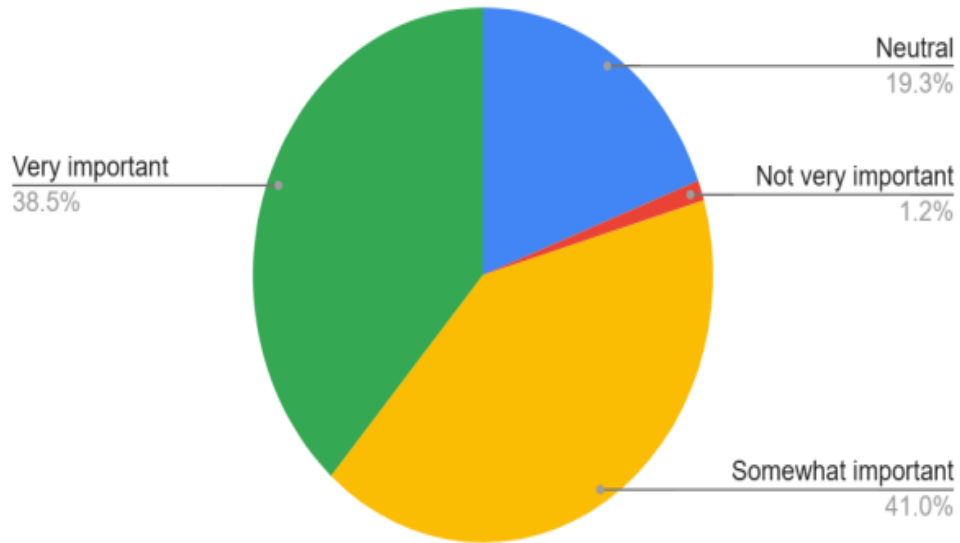
Figure 28
Rating of important is the use of digital marketing in the success of a designer garment brand

On a scale of 1-10, how likely are you to follow a designer garment brand on social media?
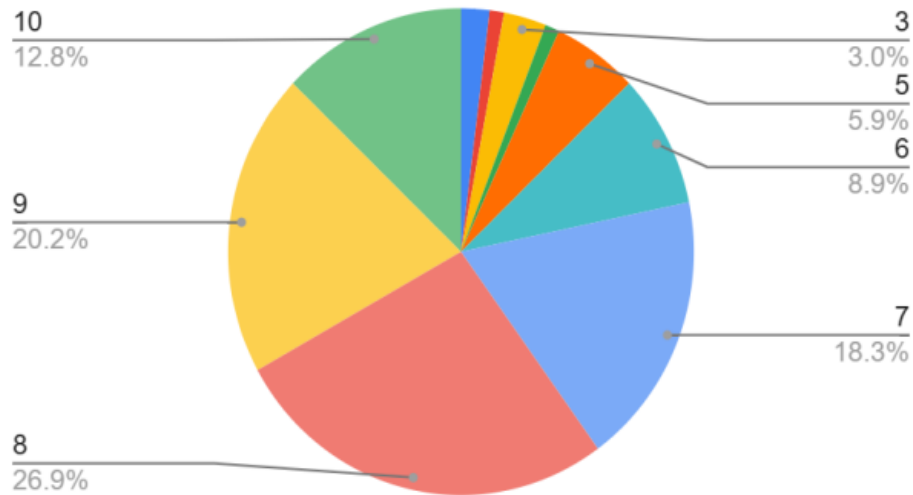
Figure 29
Rating scale for how likely are you to follow a designer garment brand on social media

How influential are social media influencers in your decision to purchase designer garment brands?
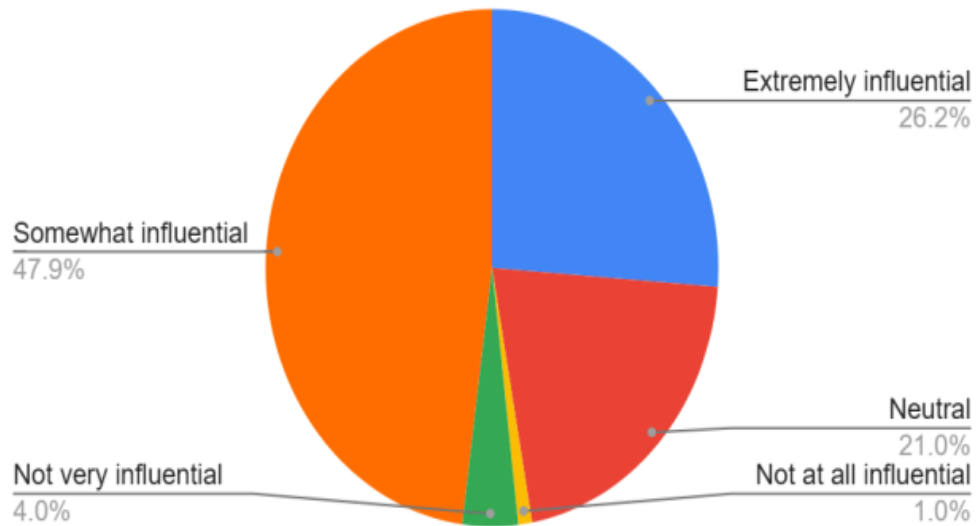
Figure 30
Rating of how influential are social media influencers in your decision to purchase designer garment brands

Which type of content do you find most engaging on designer garment brand's social media accounts?
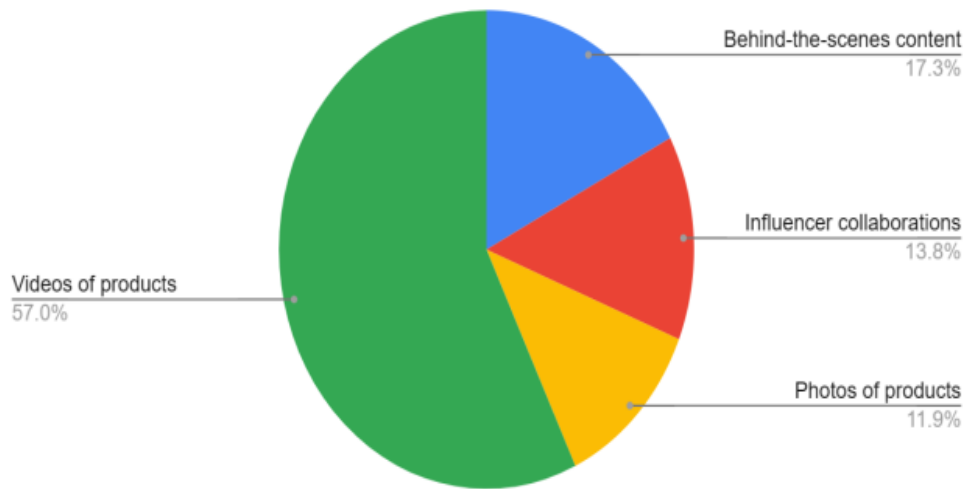
Figure 31
Rating for type of content do you find most engaging on designer garment brand's social media accounts

How likely are you to engage with a digital marketing campaign for designer garment brands? (e.g. liking, commenting, sharing)

Figure 32
 Rating to likely are you to engage with a digital marketing campaign for designer garment brands

4.4.3 Quantitative Analysis 4 for Objective 4(Customer)

Table 23
 Quantitative Analysis 4 for objective 4(Customer)

Items	Category	Frequency	Percentage
1. How often do you interact with digital marketing campaigns for fashion brands?	Daily	90	22.22
	Monthly	72	17.77
	Never	12	2.96
	Rarely	68	16.79
	Weekly	163	40.20
2. How likely are you to purchase designer garment brands that utilize digital marketing campaigns compared to those that do not?	Much less likely	16	3.95
	Much more likely	104	25.67
	No difference	73	18.02
	Somewhat less likely	19	4.69
		193	47.65

	Somewhat more likely		
3. How do you perceive the quality of digital marketing campaigns run by designer garment brands?	Excellent	143	35.30
	Good	201	49.62
	Neutral	61	15.06
	Poor	0	0
4. To what extent do you believe digital marketing campaigns have impacted the fashion industry?	Neutral	44	10.86
	Not very much	4	0.98
	Significantly	206	50.86
	Somewhat	151	37.28
5. Do you feel that the use of digital marketing impacts the perceived quality of designer garment brands?	No, it has no impact	56	13.82
		0	0
	Yes, negatively	349	86.17
	Yes, positively		
6. How important is the use of digital marketing in the success of a designer garment brand?	Neutral Not at all important		
	Not very important	78	19.25
		0	0
	Somewhat important Very	5	1.23
		166	40.98
	important	156	38.51
7. On a scale of 1-10, how likely are you to follow a designer garment brand on social media?	1	8	1.94
	2	4	0.98
	3	12	2.96
	4	4	0.98
	5	24	5.92
	6	36	8.88
	7	74	18.27
	8	109	26.91
	9	82	20.24
	10	52	12.83
8. On which social media platform(s) do you follow designer garment brands? (choose all that apply)	Instagram Facebook Pinterest Twitter LinkedIn Tik Tok	These are the most to least social media platform on which people follow designer	

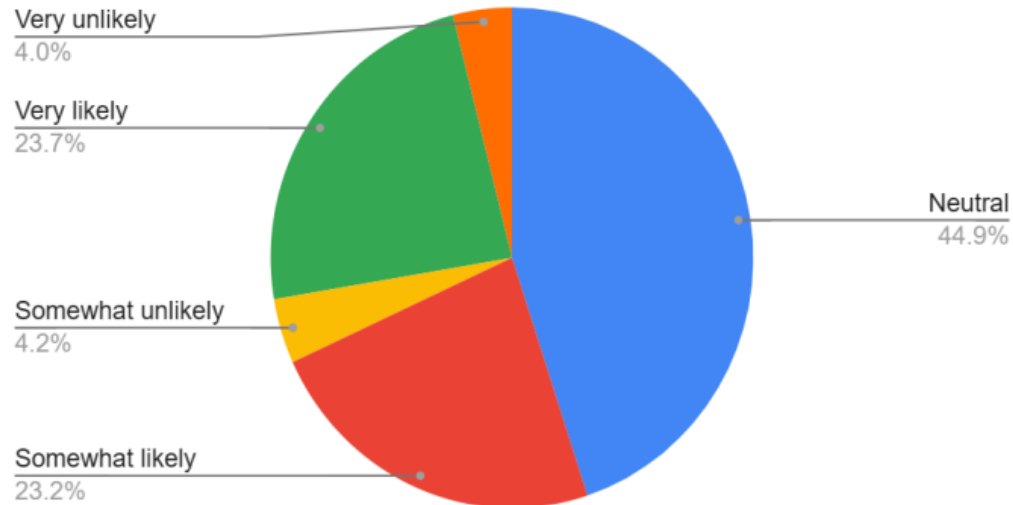|		garment brand.	
9. How influential are social media influencers in your decision to purchase designer garment brands?	Extremely influential	106	26.17
	influential	85	20.98
	Neutral	4	0.98
	Not at all influential	16	3.95
	Not very influential	194	47.90
	Somewhat influential		
10. Which type of content do you find most engaging on designer garment brand's social media accounts?	Behind-the-scenes content	70	17.28
	Influencer collaborations	56	13.82
	Photos of products	48	11.85
	Videos of products	231	57.03
11. How likely are you to engage with a digital marketing campaign for designer garment brands? (e.g. liking, commenting, sharing)	Neutral	182	44.93
	Somewhat likely	94	23.20
	Somewhat unlikely	17	4.19
	Very likely	96	23.70
	Very unlikely	16	3.95

Correlation

Column 1- How often do you interact with digital marketing campaigns for fashion

brands?

Column 2- How likely are you to purchase designer garment brands that utilize digital

marketing campaigns compared to those that do not?

 Column 3- How do you perceive the quality of digital marketing campaigns run by

designer garment brands?

Column 4- To what extent do you believe digital marketing campaigns have impacted the fashion industry?

Column 5- Do you feel that the use of digital marketing impacts the perceived quality of designer garment brands?

Column 6- How important is the use of digital marketing in the success of a designer garment brand?

Column 7- On a scale of 1-10, how likely are you to follow a designer garment brand on social media?

Correlation Table

There is the most strong positive correlation between Column 6 and Column 7.

Table 24
Correlation table objective 4

	Column 1	Column 2	Column 3	Column 4	Column 5	Column 6	Column 7
Column 1	1						
Column 2	0.385033	1					
Column 3	0.226519	0.163357	1				
Column 4	-0.61716	-0.02141	0.059948	1			
Column 5	-0.50605	0.002881	-0.46965	0.652596	1		
Column 6	-0.18146	-0.04803	-0.76341	-0.03948	0.604484	1	
Column 7	-0.34978	0.109176	-0.80117	0.250592	0.771172	0.847689	1

Dependent Variable

 How likely are you to purchase designer garment brands that utilize digital marketing campaigns compared to those that do not?

Independent Variables

How often do respondents interact with digital marketing campaigns for fashion brands.

Perception of the quality of digital marketing campaigns run by designer garment brands.

Perception of the impact of digital marketing campaigns on the fashion industry.

Perception of how digital marketing impacts the perceived quality of designer garment brands.

Importance of digital marketing in the success of a designer garment brand.

Likelihood of following a designer garment brand on social media (rated on a scale of 1-10).

Social media platforms where respondents follow designer garment brands.

Influence of social media influencers on purchasing decisions related to designer garment brands.

Type of content that respondents find most engaging on designer garment brand's social media accounts.

Likelihood of engaging with a digital marketing campaign for designer garment brands (e.g., liking, commenting, sharing).

The one thing that would influence respondents to select a designer garment brand based on their experience.

Table 25
Regression Table

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
X Variable 1	0.522404	0.053396	9.783511	2.11E-20	0.417431	0.627378	0.417431	0.627378
X Variable 2	0.900977	0.095927	9.392287	4.58E-19	0.712391	1.089564	0.712391	1.089564
X Variable 3	-0.72945	0.11523	-6.3304	6.59E-10	-0.95599	-0.50292	-0.95599	-0.50292
X Variable 4	0.372356	0.311162	1.196664	0.232148	-0.23937	0.984078	-0.23937	0.984078
X Variable 5	0.713468	0.124372	5.736569	1.91E-08	0.468962	0.957974	0.468962	0.957974
X Variable 6	-0.12067	0.072512	-1.66413	0.096871	-0.26322	0.021884	-0.26322	0.021884

- A positive coefficient indicates that as the value of the independent variable increases, the mean of the dependent variable also tends to increase. A negative coefficient suggests that as the independent variable increases, the dependent variable tends to decrease.

- The standard error of the regression (S), also known as the standard error of the estimate, represents the average distance that the observed values fall from the regression line. Conveniently, it tells you how wrong the regression model is on average using the units of the response variable.

- The greater the magnitude of T, the greater the evidence against the null hypothesis. This means there is greater evidence that there is a significant

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difference. The closer T is to 0, the more likely there isn't a significant difference.

- P value in excel If the p-value is >0.10, then the data is not significant. If the p-value is <=0.10, then the data is marginally effective. If the p-value is <=0.05, then the data is significant, and if the p-value is <0.05, then the data is highly important.

- The 95% Confidence Interval is also shown as Lower 95% & Upper 95% in many packages. You can be 95% confident that the real, underlying value of the coefficient you are estimating falls somewhere in that 95% confidence interval. So, if the interval does not contain 0, your P-value will be . 05 or less.

4.4.4 Conclusion for Objective 4

- By calculating the correlation for all the variables, the most strong positively correlated variable were "How important is the use of digital marketing in the success of a designer garment brand?" and "On a scale of 1-10, how likely are you to follow a designer garment brand on social media?"

- And most strong negatively correlated variable were "How do you perceive the quality of digital marketing campaigns run by designer garment brands?" and "On a scale of 1-10, how likely are you to follow a designer garment brand on social media?"

- With this setup, I performed multiple regression analysis, where the dependent variable (perceived impact) is regressed on the independent variables.

- The regression analysis helped in understanding which independent variables have a significant impact on the dependent variable which is Variable 2 "How do you perceive the quality of digital marketing campaigns run by designer garment brands?"

4.5 Summary of Findings

The research aimed to comprehensively investigate the impact of digital marketing strategies on the development of a retail business, identify key factors influencing business development, evaluate the impact of digital marketing in building a designer garment brand, and explore the relationship between digitization and the growth of the consumer market.

In the exploration of the first objective, "Impact of Digital Marketing Strategies on Retail Business Development," it was discerned that Effective Branding and Positioning emerged as the preeminent strategy, garnering a mean score of 4.35, indicative of its paramount significance in supporting the growth of designer garment brands. Subsequent Regression Analysis identified Market Research and Trend Analysis as the foremost strategy, emphasizing the imperative for businesses to remain attuned to dynamic market trends for the realization of successful retail business development.

Objective 2, centering on "Key Factors Influencing Retail Business Development," revealed a complex array of influential factors, including familiarity with strategies, age, occupation, income, previous experience, and specific strategy ratings. Through Regression Analysis, the salience of Market Research and Trend Analysis was reaffirmed,

guiding businesses in strategic planning to ensure sustained growth within the competitive retail milieu.

Within the purview of Objective 3.1, "Evaluating the Impact of Digital Marketing in Building a Designer Garment Brand," Correlation Findings unveiled substantial positive correlations between the perceived importance of digital marketing and heightened social media engagement. Simultaneously, negative correlations underscored the consequential impact of digital marketing quality on social media following. Subsequent Regression Analysis elucidated that the perceived quality of digital marketing campaigns significantly hinged upon the importance ascribed to them, thereby shedding light on pivotal facets instrumental for the development of a designer garment brand.

Objective 3.2, "Employee Perspective on Digital Marketing Impact," contributed to the academic discourse by documenting positive correlations between perceived campaign quality and proclivity toward social media following. Concurrently, negative correlations delineated the perceptual impact of digital marketing on both campaign quality and the frequency of employee interactions. The ensuing Regression Analysis provided nuanced insights into the determinants of employee interaction frequency, particularly governed by perceptions of campaign quality.

The inquiry into Objective 4, "Exploring the Relationship Between Digitization and Consumer Market Growth," unearthed robust positive correlations between the perceived importance of digital marketing and heightened social media engagement. Counterintuitively, negative correlations accentuated the discernible impact of digital marketing quality on social media following. The consequential Regression Analysis

underscored the intricate influences shaping consumer perceptions of digital marketing quality, thereby affording valuable insights for the optimization of strategies to foster sustained market growth.

Collectively, these findings not only contribute to the expanding body of knowledge surrounding digital marketing strategies, retail business development, and the nuanced dynamics of employee perspectives and consumer behaviors but also provide a methodologically rigorous foundation for strategic considerations within the realm of designer garment brands.

4.6 Conclusions

To wrap up this chapter, we've looked closely at how using digital marketing can impact the growth of retail businesses, especially those dealing with designer clothes. We found that making your brand stand out and finding the right position in the market is super important. Also, digging into market trends and understanding what people like plays a big role in planning for long-term success.

When it comes to digital marketing, we discovered that how people see your brand online is crucial. Social media engagement and the quality of digital campaigns matter a lot. We also took a peek at how employees view digital marketing, and it turns out their interactions and how they see the quality of campaigns are connected.

Lastly, we explored how the digitization of things affects how consumers see brands. We found that if people think digital marketing is important, they're more likely to engage with brands on social media. And, how good they think digital campaigns are impacts if they follow brands online.

CHAPTER V:

DISCUSSION

5.1 Discussion of Results

The conglomeration of various quantitative analyses, correlation insights, and regression models offers a multifaceted and nuanced comprehension of the study's findings. The presence of a positive correlation between the perceived significance of digital marketing and the intensification of social media engagement sheds light on a favorable tendency that businesses can exploit to augment their online presence. This correlation serves as an indication that when consumers acknowledge the importance of digital marketing, they are more inclined to actively interact with brands on various social media platforms. Nevertheless, the existence of a negative correlation between the perceived caliber of digital marketing campaigns and the number of followers on social media accentuates a pivotal aspect that necessitates careful examination and contemplation. It accentuates the fact that, regardless of the perceived importance, consumers possess a discerning nature and are more prone to engaging with brands in the online realm only when the quality of digital campaigns aligns harmoniously with their expectations.

5.2 Discussion of Research Objective One

Research Objective One was conducted with the purpose of evaluating the influence of digital marketing strategies on the development of retail businesses. The outcome of this research is of utmost importance as it stresses the significance of Effective Branding and Positioning as the primary strategy, which perfectly aligns with the current trends in the industry. This finding serves as a powerful reminder that establishing a captivating brand identity is the cornerstone of achieving success, especially in the highly competitive realm of designer garment brands. Moreover, the regression analysis

conducted during the research highlights Market Research and Trend Analysis as the most impactful strategy, providing valuable and actionable insights for businesses. It underscores the criticality of continuously adapting and fine-tuning their strategies based on a comprehensive comprehension of market dynamics, thus allowing them to stay ahead of the curve and align their offerings with the ever-evolving preferences of consumers.

5.3 Discussion of Research Objective Two

The exploration of key factors influencing retail business development under Research Objective Two uncovers a spectrum of influential variables. The identified factors, ranging from familiarity with strategies to specific strategy ratings, provide a comprehensive view of the determinants of success. For businesses, this insight is invaluable as it underscores the complexity of factors influencing retail business development. The regression analysis underlines the continued importance of Market Research and Trend Analysis in guiding strategic planning. It reinforces the idea that sustained growth is closely tied to an organization's ability to stay informed about market trends and respond strategically to consumer preferences.

5.4 Discussion of Research Objective Three

Firstly in exploring the impact of digital marketing on building a designer garment brand, the first facet considered was the perceived importance of digital marketing and its correlation with social media engagement. The positive correlation observed between these variables signifies a promising trend. When consumers recognize the significance of digital marketing, they are more likely to engage with designer garment brands on social media platforms. This insight is instrumental for businesses aiming to strengthen their online presence and foster meaningful connections with their target audience. It suggests that efforts directed towards emphasizing the importance of digital marketing may result in

increased consumer engagement on social media, providing a valuable avenue for brand interaction.

The second aspect of Research Objective Three scrutinized the influence of digital marketing quality on social media following. The negative correlation identified underscores a critical consideration for designer garment brands. Beyond the acknowledgment of digital marketing importance, consumers exhibit discernment regarding the quality of campaigns. This finding implies that the perceived quality of digital marketing significantly influences consumers' decisions to follow brands on social media. It emphasizes the need for brands to invest in high-quality digital campaigns that resonate with consumer expectations. For businesses, this insight serves as a strategic guide, signaling that an emphasis on campaign quality is imperative for cultivating a loyal and engaged social media following.

The positive correlation between digital marketing importance and social media engagement, coupled with the negative correlation emphasizing the role of campaign quality, paints a comprehensive picture for businesses seeking to thrive in the digital landscape. The regression analysis reaffirms the centrality of digital marketing quality as a key determinant, offering practical guidance for strategic planning within the realm of designer garment brands.

5.5 Discussion of Research Objective Four

Objective Four focused on exploring the intricate and profound relationship that exists between digitization and the growth trajectory of the consumer market, delving into the very depths of this connection to uncover its hidden gems. The positive correlations that were discovered between the perceived importance of digital marketing and the level

of engagement on social media platforms were not merely coincidental, but rather a clear indication of the evolving landscape within which consumers find themselves. It is evident that there has been a remarkable shift towards digital interactions, a paradigm shift that presents itself as an unparalleled opportunity for brands to effectively capture and captivate their target audience. However, it is important to note that amidst this sea of positive correlations, there exists a cluster of negative correlations that demand our attention, emphasizing the impact of digital marketing quality on the number of followers a brand can amass on social media platforms. This underscored consideration is of utmost importance as it serves as a reminder that consumers, in addition to acknowledging the significance of digital marketing, are becoming increasingly discerning in their assessment of brands and are more likely to engage with those who meet and exceed their expectations in terms of the quality of their digital campaigns. In order to gain a deeper understanding of these intricate dynamics, a meticulous regression analysis was conducted, allowing for the identification of various factors that influence consumer perceptions of digital marketing quality. This granular level of insight is not only astonishing, but also invaluable, as it provides brands with practical guidance, enabling them to navigate the ever-changing digital landscape and ultimately achieve sustained market growth in this digital age that we find ourselves in.

CHAPTER VI:

SUMMARY, IMPLICATIONS, AND RECOMMENDATIONS

6.1 Summary

The study about how to grow a designer clothing brand using digital marketing looked at how digital marketing strategies affect the development of stores, especially those selling designer clothes. The goal was to help stores in this industry overcome challenges by using a smart strategy to make the most of digital marketing for overall business growth.

The retail world, especially for stores selling designer clothes, faces a tough challenge in keeping up with the always-changing digital marketing trends. Without a clear plan, it's hard for these stores to take full advantage of digital strategies for growing their business. So, the study aimed to find important insights and smart ideas to help these businesses use digital marketing effectively.

Every part of this study gave us valuable information, showing how digital marketing strategies and the growth of designer clothing stores are closely connected. The results don't just address the problems these businesses are facing but also provide helpful advice and practical suggestions. This research is like opening new doors for these businesses, giving them better ways to make smart decisions and plan for success in the competitive world of retail.

6.2 Implications

The implications derived from the research findings carry profound significance for businesses, particularly those operating within the competitive landscape of designer garment brands. Each key aspect of the study's outcomes holds actionable insights that can shape strategic decisions and influence the trajectory of digital marketing efforts.

6.2.1 Strategic Emphasis on Effective Branding and Positioning

The research underscores the paramount importance of Effective Branding and Positioning as foundational elements for success. Businesses within the designer garment industry are encouraged to strategically craft and maintain a compelling brand identity. This involves not only differentiating themselves from competitors but also ensuring a dynamic alignment with evolving market trends. Continuous efforts in Market Research and Trend Analysis are imperative to discern shifts in consumer preferences, thereby enabling brands to stay ahead and position themselves favorably.

Implication- Designers and marketers should collaborate to create a brand identity that resonates with the target audience, reflecting not only the current fashion landscape but also anticipating future trends. Consistent efforts in research and trend analysis will empower brands to maintain relevance and captivate consumer attention.

6.2.2 Optimizing Digital Marketing Quality

The positive correlation between the perceived importance of digital marketing and social media engagement unveils an opportunity for businesses to strategically highlight the significance of their digital strategies. However, the negative correlation with the quality of digital campaigns presents a challenge. To maximize the positive impact on social media following, businesses must prioritize the creation of high-quality digital content. This includes compelling visuals, engaging narratives, and a seamless user experience across various digital platforms.

Implication: Marketing teams should invest in refining the quality of digital marketing campaigns, ensuring alignment with consumer expectations and industry standards. Striking a balance between emphasizing importance and delivering high-quality

content is crucial for fostering a positive impact on social media engagement and brand perception.

6.2.3 Balancing Importance and Quality in Digital Marketing

The delicate interplay between the perceived importance of digital marketing and the quality of campaigns suggests a nuanced approach. While highlighting the strategic significance of digital strategies is essential for building consumer awareness, the quality of execution remains a critical determinant of success. Brands should adopt a holistic approach, acknowledging the significance of digital marketing while maintaining a relentless commitment to delivering top-notch content.

Implication: Marketing strategies should not be a binary choice between emphasizing importance and focusing on quality. Businesses are encouraged to adopt an integrated approach, striking a balance that communicates the strategic importance of digital marketing while consistently delivering high-quality campaigns.

6.2.4 Employee Training and Involvement

Acknowledging the impact of employee perspectives on the success of digital marketing initiatives, businesses are prompted to invest in employee training and involvement. A positive internal environment, coupled with opportunities for employees to engage with and understand digital marketing strategies, can significantly enhance the effectiveness of campaigns. Engaged employees become brand advocates, contributing to a holistic and positive brand image.

Implication: Human resources and marketing departments should collaborate to design training programs that enhance employees' understanding of digital marketing. Fostering a culture of involvement and collaboration can lead to a more informed and motivated workforce, positively influencing the execution of digital marketing strategies.

6.2.5 Consumer-Centric Campaigns

Crafting digital marketing campaigns with a consumer-centric focus emerges as a key implication. Understanding and responding to consumer perceptions and expectations are integral to creating campaigns that resonate positively. Businesses should leverage consumer feedback, employ data analytics, and conduct regular surveys to gain insights into evolving preferences. This consumer-centric approach ensures that digital marketing efforts are aligned with the ever-changing needs of the target audience.

Implication: Marketing teams should prioritize consumer research and feedback, integrating these insights into the planning and execution of digital marketing campaigns. By placing the consumer at the center of their strategies, brands can enhance the relevance and effectiveness of their digital marketing initiatives.

Finaly the implications derived from the research findings provide actionable insights for businesses navigating the realm of designer garment brands. Strategic emphasis on effective branding, optimization of digital marketing quality, and a consumer-centric approach are central themes that can guide decision-makers in crafting robust and impactful digital marketing strategies. Recognizing the intricate interplay between these elements will be instrumental for brands seeking sustained success in an ever-evolving digital landscape.

6.3 Recommendations for Future Research

The present study lays the groundwork for future research initiatives that could significantly contribute to the scholarly discourse on the impact of digital marketing within the retail sector, particularly in the context of designer garment brands. The following recommendations delineate avenues for further exploration:

6.3.1 Longitudinal Studies: Unraveling Trends Over Time

A proposition for subsequent research involves the implementation of longitudinal studies to discern the temporal dynamics of digital marketing strategies and their impact on designer garment brands. The adoption of this approach would facilitate an in-depth examination of trends, patterns, and adaptations in digital marketing strategies over an extended temporal horizon. Such longitudinal insights are crucial for deciphering sustained trends and cyclical patterns, thereby enhancing our comprehension of the evolving dynamics within the realm of designer garment brands in response to digital marketing strategies.

6.3.2 Cross-Industry Comparisons: Learning from Diverse Contexts

The recommendation for cross-industry comparative studies posits an opportunity to transcend sectorial boundaries in the investigation of digital marketing effectiveness. This research approach entails a comparative analysis of the impact of digital marketing strategies across diverse industries, with the goal of identifying universal principles and industry-specific best practices. Through such cross-industry comparisons, researchers can distill overarching patterns that transcend specific industry contexts and gain insights into nuanced contextual factors that shape the efficacy of digital marketing strategies.

6.3.3 Emerging Platforms: Navigating the Frontiers of Innovation

In response to the ongoing technological evolution, a compelling avenue for future research involves an exploration of the impact of digital marketing on emerging platforms and technologies. This inquiry extends to an investigation of strategies deployed on platforms such as virtual reality and augmented reality. The objective is to elucidate consumer responses to novel digital experiences, thereby providing a foundational

understanding for businesses, particularly those in the designer garment industry, to strategically leverage innovative technologies in their digital marketing endeavors.

6.3.4 Global Perspectives: Cultural Dynamics in Digital Marketing

A critical dimension for future research lies in the analysis of the cross-cultural impact of digital marketing on consumer behaviors and brand perceptions. Recognizing the influential role of cultural nuances in shaping consumer responses, subsequent research endeavors should delve into the intricate interplay between cultural contexts and the efficacy of digital marketing strategies. Such an exploration will inform businesses on tailoring their digital marketing approaches to align with diverse global markets, thereby optimizing their impact in culturally heterogeneous contexts.

In summation, these recommendations offer a methodologically rigorous trajectory for subsequent research initiatives, aiming to deepen our scholarly understanding of the nuanced impact of digital marketing strategies on retail businesses, with a specific emphasis on designer garment brands. The proposed avenues, encompassing longitudinal studies, cross-industry comparisons, exploration of emerging platforms, and cross-cultural analyses, align with scholarly rigor and contribute to the ongoing evolution of effective digital marketing strategies within the dynamic landscape of retail.

6.4 Conclusion

In summation, this research has undertaken a comprehensive exploration into the intricate dynamics between digital marketing strategies and the development of retail businesses, specifically honing in on the nuances within the designer garment industry. The summary of findings has illuminated the foundational importance of Effective Branding and Positioning, elucidating its critical role in the competitive landscape. Concurrently,

Market Research and Trend Analysis have surfaced as indispensable factors, underlining the necessity for businesses to adapt to ever-evolving consumer preferences.

The implications drawn from these findings impart actionable insights for strategic decision-making in the designer garment industry. The emphasis on Effective Branding and Positioning necessitates a continuous alignment with market trends through rigorous Market Research and Trend Analysis. The positive correlation between digital marketing importance and heightened social media engagement presents an opportunity for businesses to strategically communicate the significance of their digital strategies. However, the negative correlation with the quality of digital campaigns underscores the imperative for meticulous attention to content quality, which is integral for fostering positive social media following and brand perception.

Looking forward, the recommendations for future research delineate promising avenues to deepen our scholarly understanding of digital marketing's multifaceted impact on retail businesses. Longitudinal studies offer the prospect of unravelling temporal trends, while cross-industry comparisons promise insights into universal principles and industry-specific nuances. The exploration of emerging platforms navigates the frontiers of innovation, and the analysis of global perspectives delves into the cultural dynamics shaping digital marketing efficacy.

In a dynamic and evolving digital landscape, the updated conclusion asserts the ongoing importance of staying attuned to consumer preferences, market dynamics, and emerging technologies for sustained success in the realm of retail and digital marketing. This research contributes not only to academic knowledge but also furnishes practical implications for businesses seeking to thrive amid the complexities of the digital era. As the synthesis of findings and future research recommendations provides a robust

foundation, businesses in the designer garment industry are empowered to make informed and strategic decisions in navigating the ever-changing terrain of digital marketing.

APPENDIX A

SURVEY COVER LETTER

APPENDIX B

INFORMED CONSENT

Title of the Study:

A RETAIL BUSINESS DEVELOPMENT APPROACH TO BUILD A DESIGNER GARMENT BRAND POWERED BY DIGITAL MARKETING

Researcher: G S Krishna Prasad

Affiliation: Swiss School of Business Administration

Participant Agreement:

I, ………………, agree to participate in the research study titled "A RETAIL BUSINESS DEVELOPMENT APPROACH TO BUILD A DESIGNER GARMENT BRAND POWERED BY DIGITAL MARKETING. I have read and understood the information provided in this consent form.

Purpose and Procedures:

I understand that the purpose of this study and my participation will involve answering the questionnaires sincerely from my experience, which will take approximately 15 minutes.

Risks and Benefits:

I acknowledge that there are no known risks associated with this study. I am aware that the benefits include contributing to knowledge in the field.

Confidentiality:

I understand that my responses will be kept confidential, and my name will not be linked to my answers.

Voluntary Participation:

I am aware that my participation is entirely voluntary. I can choose not to participate or withdraw at any time without facing any consequences.

Questions:

For any questions related to the study, I can contact G S Krishna Prasad, Ph 919987527119.

APPENDIX C

INTERVIEW GUIDE

Questionnaire for Academic Research (Business)

Kindly fill the following questionnaire for the purpose of study **"A Retail Business Development Approach to Build a Designer Garment Brand Powered by Digital Marketing"**. The data collected through this questionnaire will be used only for academic purposes and will not be used for any other purposes

1. Name of the Respondent (Optional)

    _____

2. Name of the Company (Optional)

    _____

3. Gender

    Mark only one oval.

    ( ) Male

    ( ) Female

    ( ) Prefer not to say

4. Age

    _____

5. Occupation

    _____

126

6. Annual Income

   Mark only one oval.

   ◯ Less than 10000 dollars

   ◯ Between 10000 $ and 20000 $

   ◯ Between 20000$ and 40000 $

   ◯ Between 40000 $ and 60000 &

   ◯ Above 60000 $

7. How familiar are you with the concept of retail business development strategies for building a designer garment brand? (Scale: 1-5)

   Mark only one oval.

	1	2	3	4	5	
Not	◯	◯	◯	◯	◯	Very familiar

8. Have you previously worked or owned a business in the fashion industry? Yes / No

   Mark only one oval.

   ◯ Yes

   ◯ No

9.
   Mark only one oval.

   ◯ Option 1

127

10. Please rate the following retail business development strategies based on their importance for supporting the growth of a designer garment brand. Use a scale of 1 to 5, where 1 represents "Not important at all" and 5 represents "Extremely important."

Mark only one oval per row.

	1	2	3	4	5
Effective branding and positioning	◯	◯	◯	◯	◯
Targeted marketing and advertising campaigns	◯	◯	◯	◯	◯
Strategic partnerships and collaborations	◯	◯	◯	◯	◯
Customer relationship management and loyalty programs	◯	◯	◯	◯	◯
Competitive pricing and promotional strategies	◯	◯	◯	◯	◯
Seamless omnichannel retail experience	◯	◯	◯	◯	◯
Supply chain management and inventory optimization	◯	◯	◯	◯	◯
Staff training and development programs	◯	◯	◯	◯	◯
Market research and					

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research and
~~market~~analysis
~~research and~~
trend analysis

⬭   ⬭   ⬭   ⬭   ⬭

11.   How do you perceive the impact of retail business development strategies on the
      growth and success of a designer garment brand? (Scale: 1-5)

      1 - No impact at all

      5 - Significant impact

      Mark only one oval.

             1   2   3   4   5

            ◯ ◯ ◯ ◯ ◯

12.   From your experience, which retail business development strategy do you
      believe has the most influence on the growth of a designer garment brand?
      Please explain briefly.

      _____

      _____

      _____

      _____

      _____

13.   Based on your knowledge and experience, what additional retail business
      development strategies do you think are important for supporting the growth of a
      designer garment brand? Please provide your suggestions.

      _____

      _____

      _____

      _____

      _____

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14.   Do you have any additional comments or insights regarding retail business development strategies for designer garment brands?

_____

_____

_____

_____

_____

15.   Name of the Respondent (Optional)

_____

16.   Name of the Company (Optional)

_____

17.   Gender

Mark only one oval.

⬭ Male

⬭ Female

⬭ Prefer not to say

18.   Age

_____

19.   Occupation

_____

130

20.   Annual Income

Mark only one oval.

◯ Less than 10000 dollars

◯ Between 10000 $ and 20000 $

◯ Between 20000$ and 40000 $

◯ Between 40000 $ and 60000 &

◯ Above 60000 $

21.   How familiar are you with the concept of retail business development strategies for building a designer garment brand? (Scale: 1-5)

Mark only one oval.

	1	2	3	4	5	
Not	◯	◯	◯	◯	◯	Very familiar

22.   Have you previously worked or owned a business in the fashion industry? Yes / No

Mark only one oval.

◯ Yes

◯ No

23.

Mark only one oval.

◯ Option 1

24. Please rate the following retail business development strategies based on their importance for supporting the growth of a designer garment brand. Use a scale of 1 to 5, where 1 represents "Not important at all" and 5 represents "Extremely important."

Mark only one oval per row.

	1	2	3	4	5
Effective branding and positioning	◯	◯	◯	◯	◯
Targeted marketing and advertising campaigns	◯	◯	◯	◯	◯
Strategic partnerships and collaborations	◯	◯	◯	◯	◯
Customer relationship management and loyalty programs	◯	◯	◯	◯	◯
Competitive pricing and promotional strategies	◯	◯	◯	◯	◯
Seamless omnichannel retail experience	◯	◯	◯	◯	◯
Supply chain management and inventory optimization	◯	◯	◯	◯	◯
Staff training and development programs	◯	◯	◯	◯	◯
Market research and					

132

research and
market analysis

research and
trend analysis

25. How do you perceive the impact of retail business development strategies on the growth and success of a designer garment brand? (Scale: 1-5)

1 - No impact at all

5 - Significant impact

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

26. From your experience, which retail business development strategy do you believe has the most influence on the growth of a designer garment brand? Please explain briefly.

_____

_____

_____

_____

_____

27. Based on your knowledge and experience, what additional retail business development strategies do you think are important for supporting the growth of a designer garment brand? Please provide your suggestions.

_____

_____

_____

_____

_____

28.   Do you have any additional comments or insights regarding retail business development strategies for designer garment brands?

_____

_____

_____

_____

_____

Questionnaire for Academic Research (customer)

Kindly fill the following questionnaire for the purpose of study "**A Retail Business Development Approach to Build
a Designer Garment Brand Powered by Digital Marketing".** The data collected through this questionnaire will be used only for academic purposes and will not be used for any other purposes

* Indicates required question

1. Name of the Respondent (Optional)

   _____

2. Name of the Company (Optional)

   _____

3. Gender

   Mark only one oval.

   ( ) Male

   ( ) Female

   ( ) Prefer not to say

4. Age

   _____

5. Occupation

   _____

6. Annual Income

    Mark only one oval.

    ◯ Less than 10000 dollars

    ◯ Between 10000 $ and 20000 $

    ◯ Between 20000$ and 40000 $

    ◯ Between 40000 $ and 60000 &

    ◯ Above 60000 $

7. How often do you interact with digital marketing campaigns for fashion brands?

    Mark only one oval.

    ◯ Daily

    ◯ Weekly

    ◯ Monthly

    ◯ Rarely

    ◯ Never

8. How likely are you to purchase designer garment brands that utilize digital marketing campaigns compared to those that do not?

    Mark only one oval.

    ◯ Much more likely

    ◯ Somewhat more likely

    ◯ No difference

    ◯ Somewhat less likely

    ◯ Much less likely

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9. How do you perceive the quality of digital marketing campaigns run by designer garment brands?

Mark only one oval.

◯ Excellent

◯ Good

◯ Neutral

◯ Poor

◯ Very poor

10. To what extent do you believe digital marketing campaigns have impacted the fashion industry?

Mark only one oval.

◯ Significantly

◯ Somewhat

◯ Neutral

◯ Not very much

◯ Not at all

11. Do you feel that the use of digital marketing impacts the perceived quality of designer garment brands?

Mark only one oval.

◯ Yes, positively

◯ Yes, negatively

◯ No, it has no impact

12. How important is the use of digital marketing in the success of a designer garment brand?

Mark only one oval.

- ◯ Very important
- ◯ Somewhat important
- ◯ Neutral
- ◯ Not very important
- ◯ Not at all important

13. On a scale of 1-10, how likely are you to follow a designer garment brand on social media?

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
High	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Highly likely

14. On which social media platform(s) do you follow designer garment brands? (choose all that apply)

Check all that apply.

- ☐ Facebook
- ☐ Twitter
- ☐ Instagram
- ☐ Pinterest
- ☐ TikTok
- ☐ LinkedIn
- ☐ Other (please specify)

15. How influential are social media influencers in your decision to purchase designer garment brands?

Mark only one oval.

◯ Extremely influential

◯ Somewhat influential

◯ Neutral

◯ Not very influential

◯ Not at all influential

16. Which type of content do you find most engaging on designer garment brand's * social media accounts?

Mark only one oval.

◯ Photos of products

◯ Videos of products

◯ Behind-the-scenes content

◯ Influencer collaborations

◯ Other (please specify)

17. How likely are you to engage with a digital marketing campaign for designer garment brands? (e.g. liking, commenting, sharing)

Mark only one oval.

◯ Very likely

◯ Somewhat likely

◯ Neutral

◯ Somewhat unlikely

◯ Very unlikely

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18. From your experience, which is the one thing which will influence you to select a designer garment brand? Please explain briefly

_____

_____

_____

_____

_____

19. Do you have any additional comments or insights for designer garment brands?

_____

_____

_____

_____

_____

Questionnaire for Academic Research (Employee)

Kindly fill the following questionnaire for the purpose of study "**A Retail Business Development Approach to Build
a Designer Garment Brand Powered by Digital Marketing**". The data collected through this questionnaire will be used only for academic purposes and will not be used for any other purposes

* Indicates required question

1. Name of the Respondent (Optional)

    _____

2. Name of the Company (Optional)

    _____

3. Gender

    Mark only one oval.

    ( ) Male

    ( ) Female

    ( ) Prefer not to say

4. Age

    _____

5. Occupation

    _____

141

6.   Annual Income

Mark only one oval.

- ◯ Less than 10000 dollars
- ◯ Between 10000 $ and 20000 $
- ◯ Between 20000$ and 40000 $
- ◯ Between 40000 $ and 60000 &
- ◯ Above 60000 $

7.   How often do you interact with digital marketing campaigns for fashion brands?

Mark only one oval.

- ◯ Daily
- ◯ Weekly
- ◯ Monthly
- ◯ Rarely
- ◯ Never

8.   How likely are you to purchase designer garment brands that utilize digital marketing campaigns compared to those that do not?

Mark only one oval.

- ◯ Much more likely
- ◯ Somewhat more likely
- ◯ No difference
- ◯ Somewhat less likely
- ◯ Much less likely

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9.   How do you perceive the quality of digital marketing campaigns run by designer garment brands?

Mark only one oval.

◯ Excellent

◯ Good

◯ Neutral

◯ Poor

◯ Very poor

10.   To what extent do you believe digital marketing campaigns have impacted the fashion industry?

Mark only one oval.

◯ Significantly

◯ Somewhat

◯ Neutral

◯ Not very much

◯ Not at all

11.   Do you feel that the use of digital marketing impacts the perceived quality of designer garment brands?

Mark only one oval.

◯ Yes, positively

◯ Yes, negatively

◯ No, it has no impact

143

12. How important is the use of digital marketing in the success of a designer garment brand?

Mark only one oval.

( ) Very important

( ) Somewhat important

( ) Neutral

( ) Not very important

( ) Not at all important

13. On a scale of 1-10, how likely are you to follow a designer garment brand on social media?

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
High	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )	Highly likely

14. On which social media platform(s) do you follow designer garment brands? (choose all that apply)

Check all that apply.

[ ] Facebook

[ ] Twitter

[ ] Instagram

[ ] Pinterest

[ ] TikTok

[ ] LinkedIn

[ ] Other (please specify)

15. How influential are social media influencers in your decision to purchase designer garment brands?

Mark only one oval.

◯ Extremely influential

◯ Somewhat influential

◯ Neutral

◯ Not very influential

◯ Not at all influential

16. Which type of content do you find most engaging on designer garment brand's *
social media accounts?

Mark only one oval.

◯ Photos of products

◯ Videos of products

◯ Behind-the-scenes content

◯ Influencer collaborations

◯ Other (please specify)

17. How likely are you to engage with a digital marketing campaign for designer garment brands? (e.g. liking, commenting, sharing)

Mark only one oval.

◯ Very likely

◯ Somewhat likely

◯ Neutral

◯ Somewhat unlikely

◯ Very unlikely

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18. From your experience, which is the one thing which will influence you to select a designer garment brand? Please explain briefly

_____

_____

_____

_____

_____

19. Do you have any additional comments or insights for designer garment brands?

_____

_____

_____

_____

_____

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APPENDIX A:

FIRST APPENDIX TITLE [USE "CHAPTER TITLE" STYLE]

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