A STUDY OF INFLUENCE OF SOCIAL MEDIA ON DIGITAL FASHION MARKETING : A PRE AND POST COVID COMPARATIVE STUDY

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ABSTRACT

This research paper is a detailed study on different aspects of digital fashion marketing mix, factors affecting it, a detailed comparison of 7P's of marketing with respect to digital fashion marketing and also consumer behaviour drawn out of data and figures. The research evolves around pre and post covid changes in digital fashion marketing and how consumer buying behaviour has changed post covid.

(Keywords: Digital Fashion Marketing, 7Ps, Consumer Behaviour)

INTRODUCTION

The fashion industry is changing dramatically as a result of technological advancements and their impact on customer behaviour, and it must adapt.

In an uncertain and complex environment, digital transformation is the means by which brand and reputation can be protected.

Fashion companies can strategically use big data and analytics to tailor consumer experiences and allow the customer to lead the way.

The ultimate goal for fashion companies is to implement digital transformation in all aspects of their organisational culture.

The fashion industry, which includes everything from global discounters to luxury brands, is a significant part of the global economy. Fashion is one of the most difficult industries because it is heavily influenced by the uncertainty of the world economy, prominent trends and changes in the industry. Many brands are responding to growth and cost-effectiveness pressures with many initiatives to reduce time to market and implement sustainable innovation in core product design, manufacturing, and supply chain processes. have started.

The fundamental challenge for many fashion brands is that they are increasingly failing to meet consumer

expectations. The consumer role has shifted from passive observation to activated dominance. They are no longer satisfied with just buying fashion products. The exponential growth of the use of digital technology has empowered them. They want to be a brand that interacts, belongs, influences and buys. They are informed, selective and responsible, paying attention to what they look like in public and on social media, and howthey perceive the products they buy and own.

As a result, becoming a digitally savvy brand is no longer a separate business. Instead, it will become increasingly important to businesses and the entire consumer-brand relationship. There are no longer traditional consumer segments, geographies, or one-size-fits-all solutions.

New service and experience standards are being established, with the goal of transitioning from being a product brand to one that shapes and implements contextualised, consumer- centric propositions – a brand that considers its entire experience eco-system. Old transactions with analogue systems and processes are obsolete when measured and compared against these new standards.

However, many brands are still unsure of how to bridge the digital divide. Given what's at stake – the brand's heritage and identity – it's a dangerous path to take. From social networks to third-party distributors, any digital incarnation of the brand must be consistent with redefined brand values and customised to the demands of the consumer. A misaligned or generic digital offering may exacerbate the digital divide and even endanger brand and reputation.

Digital clientele provides a personalised customer experience across multiple channels, ultimately increasing conversion rates and revenues.

More information than ever before is available about people's consumption habits, behaviours, trends, and decision drivers. Investment in Big Data and analytics, on the other hand, is a waste if decision-makers receive incorrect insights or lack the skills or competencies to convert solid insights into business decisions. Unlocking this information is critical to understanding what the consumer's mindset is now and what it is likely to be in the near future.

The primary motivators for digital transformation are either significant opportunities or existential threats. And the opportunity, or existential threat, that these changes represent should be the focal point for business leaders thinking about the future of their organisations and industries. Rethinking a brand's services and experience, increasing relevance and sales, often feels like something that will be possible later with a large investment and long-term profits.

Many industries have seen significant advancements as a result of the introduction and application of technology. The fashion industry has not been immune. The advancement of technology has enabled the growth of the fashion industry.

Fashion and technology will become more inseparable over time, just as sports betting and sports will become more inseparable. Fashion brands can now showcase their fashion trends to a larger audience thanks to advances in technology. Technology benefits not only brands, but also consumers. Fashion items have become more accessible, and the process has become more convenient.

Digital marketing is a type of direct marketing that electronically connects buyers and sellers via interactive technologies such as emails, websites, social networks, online forums and newsgroups, interactive television, mobile communications, and so on. Because of the high level of connectivity, digital marketing allows for many-to-many communications and is commonly used to promote products and services in a timely, relevant, personal, and cost- effective manner.

The world of fashion has emerged as a result of the strengthening of digital marketing, branding, and the innovative use of technology combined with the most recent fashion trends.

Fashion is an industry that relies entirely on changing trends and has a very short product life cycle. Marketers must be able to analyse and forecast fashion trends before clients transfer to competitors, transforming the fashion into a trend setter and digital media into the dominant medium. best platform for acquiring and converting customers by measuring and optimising digital media with the goal of satisfying customers and keeping them loyal for life.

Digital marketing has been regarded as a watershed moment in the fashion industry, whereas in today's business world, digital marketing serves as an excellent medium for attracting consumers' attention, interest, desire, and action toward a specific product or brand.

The COVID-19 pandemic is both a historic health crisis and a global economic shock. During the pandemic, the apparel, fashion and luxury goods (AF&L) industry has moved rapidly to meet urgent public health needs through store closures, production of necessities such as face masks and hand sanitizer, and donations to medical and community organizations.
Simultaneously, AF&L firms are grappling with the business ramifications of COVID-19, including widespread job losses in an industry that employs millions of people worldwide.

Despite the fact that no one in the industry could have forecast the severity of the crisis, some fashion companies are finding that they are better prepared than others, thanks to their digital skills. In this article, we discuss COVID-19's current impact on the AF&L industry. We then propose a set of actions that AF&L companies can take to strengthen their digital and analytics capabilities, not only to ensure business continuity and mitigate the impact of COVID-19, But also to get out of the current crisis. (May 2020, Holger Harreis).

LITERATURE REVIEW

PAPER 1 :DIGITAL MARKETING IN THE INDIAN FASHION INDUSTRY

With an increasing number of people becoming technologically literate every day, there has been a significant growth in the number of people who utilise the internet and mobile apps as their primary source of information. Advertising and marketing sports conducted through virtual channels enable marketers to communicate with their clients in real time, regardless of physical location."

"ONLINE SHOPPING BENEFITS"

- Look at how much people are aware of virtual advertising in on-line purchases.
- To look into the impact of digital marketing on purchase decision-making.
- To gain an understanding of the types of products marketed through digital media.
- To look into the effect of digital advertising on buying decisions.
- Consumers desire access to digital advertising, and there is a need to raise knowledge about it.
- The majority of the research revealed that clients are risk cautious, and as a result, they must learn how to manage risk associated with digital marketing.
- The clients are happy with the products they offer through digital channels, which is a great indicator for the growth of virtual channels in client purchase decisions.

- As previously stated, this investigation focused on a specific area where accurate outcomes on the variables could not be obtained. There is a future opportunity to investigate the impact of virtual channels on client buying decisions."

- Marketers, particularly in digital advertising and marketing, should undertake a pre- market study to discover the wants and needs of customers.

PAPER 2: ANALYZING SOCIAL MEDIA'S INFLUENCE ON FASHION BRANDS

- With the availability of local advertising, clients are no longer had to endure banner adverts that are both ineffective and unsightly.
- Brands can hold their crowd and have a wide imaginative potential by utilising photos and modest text overlays, even in a world where consideration length is always deteriorating.
- Web-based(social) media is an excellent promotional tool for the design industry.
- These days, it's social media that selects what to wear, and Instagram has been dubbed fashion's new front row."
- Analysis of the literature revealed that the number of hashtags in a post or how frequently a brand makes postings on the internet have no bearing on perceivability.

PAPER 3: DIGITAL MARKETING: AN EFFECTIVE FASHION MARKETING TOOL

- The main goal of this paper is to learn about digital marketing and its impact on consumer behaviour with a focus on fashion marketing – The research is based on secondary data such as published books, magazines, articles, blogs, websites, journals, and so on.
- Style is a global business with a complicated structure that works on a variety of levels to reach everyone from fashionistas to folks who just buy clothing as a necessity of daily life. In advanced mode, the complete universes are delivered at the clients' doorstep in one click.
- The fashion industry is completely reliant on changing trends, and the majority of products have a relatively short product life cycle. As a result, digital marketing can be used as an ideal medium for attracting attention, interest, desire, awareness, and action to a certain product or brand in this situation.
- Studies suggest that India has 277.4 million internet users in 2015, and that number is likely to rise to 411.1 million by the end of 2018.
- The primary reasons for going online are to increase internet accessibility, job schedule, status, and internet availability.
- Digital marketing also fosters long-term positive relationships between marketers and customers; in fact, it facilitates relevant communication between designers and consumers in a round-the-clock service mode. Another significant benefit of digital marketing is that it lowers numerous costs (labour, printing, transportation, delivery, and rent, among others) as compared to traditional commercial methods.
- The digital market dismantles traditional business barriers and has a significant impact on consumers, businesses, and markets.

PAPER 4: DO SOCIAL MEDIA AFFECT CONSUMER BUYING DECISIONS IN THE FASHION

Industry during the COVID-19 Pandemic?

- The purpose of this research is to examine the impact of social media marketing in the fashion sector during the Covid-19 pandemic.
- This research focuses on how manufacturers, wholesalers, and retailers can adapt their marketing tactics to stay current with market trends and grow their businesses through social media marketing activities as the epidemic continues to spread over the world.
- The major findings support the hypothesis that social media marketing elements influence fashion industry purchase decisions during the epidemic.

- According to the research, there are five primary variables that influence client purchase choices among these marketing characteristics in social media: entertainment, interactive, trendiness, personalization, and word of mouth.
- Entertainment and word of mouth, according to the study, play a major and positive effect in customer purchasing decisions.
- As a new trend, social media is transforming the fashion industry's customer relations. Marketers will subsequently prosper if they incorporate these ideas into their social media marketing strategies.
- As a result of social alienation and continual lockdowns, many consumers prefer to shop online," according to the survey.
- Facebook is the most extensively used social network for fashion information, according to research." As a result, Facebook can be an effective method for social media initiatives.

PAPER 5: PANDEMIC EFFECTS ON INDIA'S SOCIAL MEDIA MARKETING ACTIVITIES

- It's clear that social media is having an increasing impact on consumer behaviour. As a result, social media is becoming increasingly significant as a marketing tool, particularly in light of the COVID-19 epidemic. The findings demonstrate the influence of social media on many Indian customers' decision-making processes. For business marketing plans, effective usage of social media is recommended.

- Pandemic effects on social media marketing behaviours in India" Media is a useful instrument for enhancing a company's brand(s) by increasing brand awareness and preference. Because of India's size and growth trends in comparison to other economies around the world, this study focused on Indian consumers. Consumers have increased their online consumer behaviour activities since the commencement of the COVID-19 epidemic. Furthermore, not only in India, but internationally, consumers' use of social media is expected to rise. Cultural differences should be considered in social media plans for Indian firms who operate in various countries to account for social media platform preferences and habits in each nation.

PAPER 6: CELEBRITY ENDORSEMENT FOR SUPPORTING SMALL BUSINESSES THROUGH SOCIAL MEDIA IN PANDEMIC CIRCUMSTANCES

- The pandemic of covid-19 has caused SMEs to shift their operations from offline to online purchases. Instagram, for example, is a frequently used social networking platform. It provides SMEs with a wide range of options for survival and growth. It does, however, provide a number of difficulties. One of the difficulties is the ability of businesses to share product knowledge and persuade customers to buy. Celebrity endorsement of SMEs entrepreneurs' products will be a good

technique for SMEs entrepreneurs to influence clients.

☐ In the Pandemic Covid-19 situation, this study intends to show the role of celebrity endorsers in assisting SMEs Entrepreneurs in surviving through Instagram (social media). The study follows and records endorsement actions of 65 celebrities on Instagram, as well as surveying 809 SMEs entrepreneurs about the celebrity's supported product.

☐ It would be more successful for marketing communication to be integrated with celebrities as individuals with attractiveness, competence, and trustworthiness to impact consumer intention to buy." Furthermore, the intensity of the promotion and the channels employed to advertise it are considered to have an impact on customer behaviour.

RESEARCH GAP

After studying and analysing 20 research papers on digital fashion marketing the gap is that there has not been any comparative study of post and pre covid digital fashion marketing and we also saw that no comparison had been drawn between the consumer buying behaviour in regards with social media (post covid)

RESEARCH OBJECTIVES

☐ The aim of this study is to draw a comparative study of pre and post covid digital marketing mix for fashion industry

☐ To analyse the factors affecting digital marketing mix of fashion industry

☐ To analyse the change in 7P's pre and post covid in fashion marketing with respect to social media

☐ To collect and examine data in order to create a detailed study on pre and post covid changes in the consumer buying behaviour in regards to social media

SAMPLING

The information was gathered through a questionnaire survey for a descriptive data analysis. The Questionnaire was surfaced to around 150 individuals. As a result, we received 110 legitimate responses. Out of the 110 respondents, more than half were women and the rest were men.

70% of the respondents were under the age group of 18-25 years, 10.9% were between 25- 35 and lastly, 19.1% were above 35 years of age.

It was also noticed that 50% of the respondents were students, 40% were in service and remaining 10% were into business.

The sampling technique was online surveys which were based on our objectives of the research paper.

RESEARCH METHODOLOGY

The **descriptive method** used for this research paper was **survey method.**

Descriptive Analysis is the kind of examination of information that portrays, shows or sum up items in a helpful manner to such an extent that examples may arise that satisfy each state of the information. It is one of the main strides for directing factual information examination.

110 people were surveyed through online questionnaire and through their responses further analysis were done through research tools.

RESEARCH TOOLS

- SPSS SOFTWARE: the SPSS for processing and analysing survey data which was collected by online survey method.

- ANOVA TEST: through this we derived the relationship between a categorical and a numeric variable by testing the differences between two or more means.

- CHI-SQUARE TEST: A chi-square test is a statistical test used to compare observed results with expected results. So, we used this test for comparative studies and also derived observations with the help of chi-square test.

CHANGE IN 7P'S PRE AND POST COVID IN FASHION MARKETING WITH RESPECT TO SOCIAL MEDIA

1.   PRODUCT

PRE COVID the strategies were very different. It was formerly thought that a good product will sell itself. Also, the business insured that they can provide a wide choice to their customers keeping in consideration the long-term production cycle. Since there was no clue of the coming pandemic, the products were manufactured in bulk and the marketing mostly relied on the instore ambience and customer's touch and feel experience. Not much importance was given to the individualized product/service marketing.

Packaging, branding, quality and other things were not much digitalized because the world was in the habit of keeping and experiencing physical contact with the product and focussing on physical instore ambience.

POST COVID- Covid 19 has brought about rethinking around producing goods with long sales cycles. Producing and carrying too much stock not only put in a lot of money and increases carrying cost but also it has a risk of sales in terms in terms of whether the bulk stock will get cleared in the stipulated time or whether it will get wasted. Also, it reduces the profits over the medium to long term sales. Post covid, the businesses and fashion industry are more inclined towards culling slow moving stock, thus increasing profits and decreasing dead stock.

Post covid the product services and product range has changed overnight, from producing which was trendy and outgoing to what is the need of the hour for the customers, such as athleisure, casual wear and lounge wear. Apart from this the products are aimed to some extent to providing safety bonuses such as providing

free matching masks or scarves to cover face as a way of effectively promoting and spreading awareness amongst the consumers.

2. PROMOTION

It is the way that a business promotes itself to make the customers aware about their products / services they are providing. Promotions include advertising, promotions through public relations, personal selling and much more.

PRE-COVID – Before the pandemic the promotions at digital level were not hyped up because visual merchandising in stores and normal advertisements in newspapers / social media posters were only a minimal way of promoting because the businesses did not have much to worry about. For e.g. Before Covid, H& M had absolutely no digital promotions, and their web app was little used. But if you see today, it has almost filled the social media with advertisement, video promotions etc.

Pre –covid promotions were less costly because digital advertising was not very popular and the businesses /brands did not feel the need to digitally advertise their brand in a much lavish way. Also, before covid marketing strategy through schemes and discounts was very less since the business were already running well and did not require such promotional activity.

In clothing industry communication was a crucial part in creating an impact and impression in the minds of the customers because an apparel to become acceptable to public at time must first be adopted by a group which has acknowledged respect in society and gained popularity, only then the product will strike up its demand.

Pre-covid, one of the promotional strategies was CPR (consumer personal reference), which is a marketing method in which a customer publicises a brand by accepting the product and propagating the trend through word of mouth.

POST COVID

Businesses and brands were compelled to re-evaluate present and future advertising and marketing campaigns as a result of the pandemic. While businesses must strike the appropriate tone, market developments and rise in competition necessitates more inventive and aggressive marketing strategies. The digital channel accelerated a transformation in consumption habits that was already underway.

Following Covid, companies and businesses have begun to use apps to offer schemes and discounts to clients through extra points after their purchase, in order to stimulate online purchasing as well.

Another marketing strategy was through social media influences which attract the youth. Advertising through trendy social media platforms like instagram, twitter and facebook was increasing. Big designers which never really advertised so much on instagram have also opened their pages and are in full force for promotion of their labels.

Sustainability has become a key promotional term for many brands to advertise their product since people are more attractive to this economic and eco-friendly idea of production.

3. PRICE

Price plays an important role for every business to expand and also for its downfall.

PRE-COVID –Before this pandemic everything was stabilized in a way, the brands and businesses used to set their prices to make their position in the market. Prices before covid were very personal to every brand. Nobody really competed in terms of prices in apparel industry. The pricing was not very reasonable so it did not attract much customers as the brand did not alter prices according to the value customer demanded. Even the schemesand discounts were not promoted.

POST –COVID

The pandemic made a huge downfall in the pricing strategy of the brands and fashion industry. Seeing each other put heavy discount and offers on their articles, every brand started competing with each other over prices. They started comparing prices and started to provide better discounts then one another. This strategy not only attracted customers for buying clothes at better value and also built a sense of trust on brands for their products.
With all this competitive approach even the brands and stores phased profits as more and more customers turned up by this psychological strategy to attract customers.

Prices post covid fell because businesses and brands faced a decline in their selling and production cycle. So in order to keep their firm going and people to continue buying their product, brands switched to lesser pricing idea.

4. PLACE

The COVID-19 pandemic has hastened the transition to a more digital world. As the global economy begins to recover, the changes we make now will have long-term consequences. The term "location" refers to where and how customers can access the company's services. The company must ensure that they are in the right location and must consider factors such as distribution channels, ensuring that a diverse range of customers has easy access to the company, market coverage, and many others.

Pre covid: People were more inclined towards the brick and mortar stores as they could connect with the product they wish to buy and even try the fashion product physically before buying it. It also created a type of confidence on them that they were sure if theywanted to purchase the particular fashion product.

Post covid: Buyers' interactions with businesses and how they receive goods and services have also changed dramatically. "How can business fulfill the needs of a customer without violating any rule and interaction with customers?" Implementing chat where it was previously unavailable, or increasing chat and phone support hours.

Virtual replacements for previously in-person or sales-oriented activities (e.g., self-guided demos, how-to videos)

Touchless delivery options for product receipt and service implementation have beenexpanded.

Increased online educational content and FAQs to aid in remote engagement andinformation gathering.

5. PEOPLE

People are the employees who work for the company; without them, the company would struggle to function as they complete the day-to-day running tasks. Employees represent the company and must ensure that they provide excellent customer service in order to promote and sell the product or service. As a result, employees must ensure that they are knowledgeable, friendly, and appropriately dressed. Because all business transactions take place online, click businesses have fewer employees than brick and hybrid businesses. This is because only a few employees are needed to deal with the customer service area of the business, such as dealing with customer inquiries. This is advantageous for businesses because it reduces their expenditure.

Pre covid: So, basically, before the pandemic, the stores had all their employees groomed up and well spoken (all the qualities that an employee should have) to greet the customers and perform all the tasks provided to them in the store operation. All the services like exchange/return/refund were done by the employees of the store.

Post covid: whereas, after the lockdown was over, all the after service or the greeting and helpdesk was shifted to the online mode. For example, the online stores like websites or apps don't need any greeting as such, as a result, most of the people of the company(employees) are not a part of the brand as there is no need for extra employees or extra set of hands for help.

6.   PHYSICAL EVIDENCE

PRE COVID - before covid happened consumers used to visit the store to try the product they wish to buy and see if they like it or not and feel connected to the product and that was brand identity and that decided the positioning of the brand in the market. The feedback forms or receipts for the purchase made were all in physical form before the pandemic came upon us.

POST COVID: during covid customers might not be able to purchase or willing to visit the physical store but they will research about the business online and on social media. So it's really important to see how consumer perceive. The visual quality of the brand and the marketing is important and what story is it telling about the brand because before covid everything was available physically so consumers were able to connect with the product but during covid it was very difficult for businesses to make the consumers feel connected to their brand.

After the pandemic, the feedback forms and bill receipts are provided to us via emails, text messages or even by WhatsApp direct messages.

7.   PROCESS

The term "process" refers to how well a company's management runs, which is advantageous to its customers.

A consumer wanting to reach your firm via phone is a critical source of revenue and value; nevertheless, customers are frequently forced to wait for many minutes while listening to a recorded message before being allowed to speak with someone. Such management is addressed by the process marketing mix.

PRE COVID

Before covid the process part was not kept into much into consideration because everything was done mostly through physical presence of the customers, such as exchange/ return of the community, queries related to the article was resolved mostly through mails or in store facilities were provided. Since pre-covid, things were less digitalised as compared to current pandemic wave where everything is done touch free and physical free due to safety. So, businesses did not managed and marketed much on their customer care services and did not paid attention to enhance their customer management skills. Initially the brands just used to keep in store exchange policies and non-refundable services because of their poor customer care services. Due to which customers had to change counters to counters for exchange and return of the article.

POST COVID

Post-covid, the brands made their processes more refined and efficient because everything was switched from physical assistance to digital assistance. So, this was one mandatory step taken up by the fashion industries for a better functioning of their customer care services to improve their overall process.

They improved upon digital exchange and return policy of articles and made sure that the refund amount reaches to the customers well on time unlike pre-covid. The brands made they are easily available for customer's assistance since this is the only mode of communication.

OBSERVATIONS & ANALYSIS

For this research we used two tests from our analysis: ANOVA TEST AND CHI-SQUAREDTEST. Below are the results and our observations and analysis from the test.

ANOVA TEST RESULTS
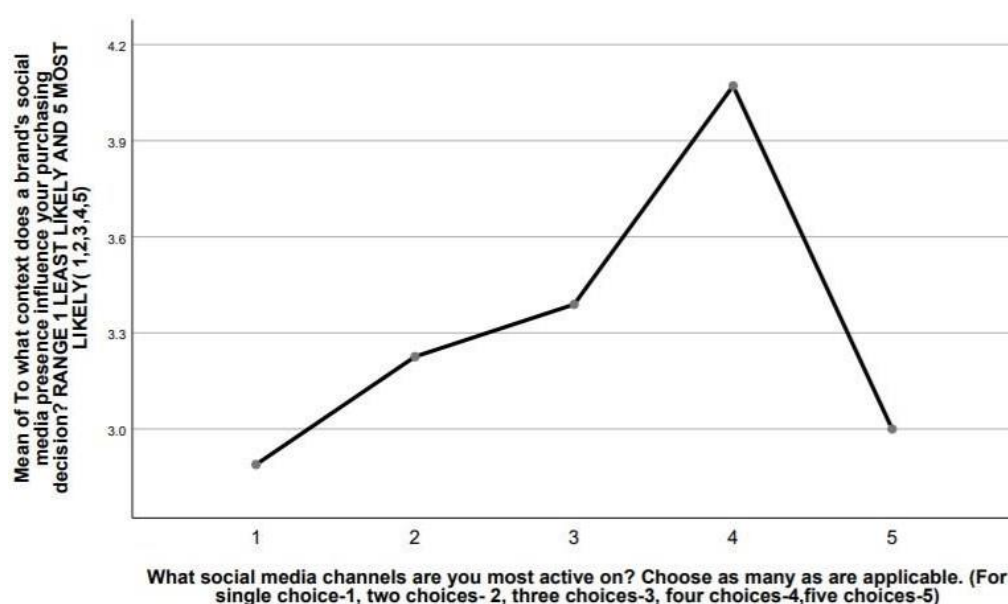
GRAPH 1

From the above graph 1, we can conclude that the relation between a brand's social media presence influencing the buying or purchasing power is linked with people using or are active on the social media channels.

This further means that if the chances for a person being active on Instagram is high then they are tend to buy fashion apparels or accessories from that social media platform.

Also, it's very significant relation to understand the consumer buying behaviour that if a person is active on a particular platform so he/she tends to shop from there. By this the companies can plan their strategies for marketing and promotions religiously and also can engage the users who can be the potential customers and ultimately the consumers.

CHI-SQUARE TEST
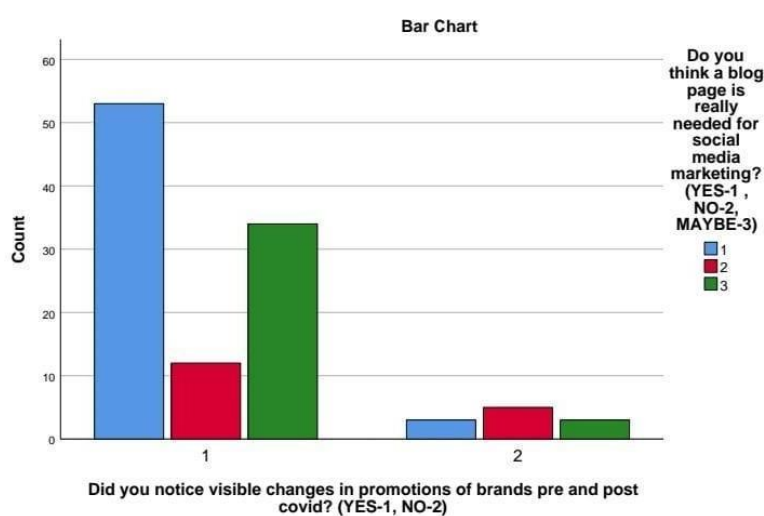
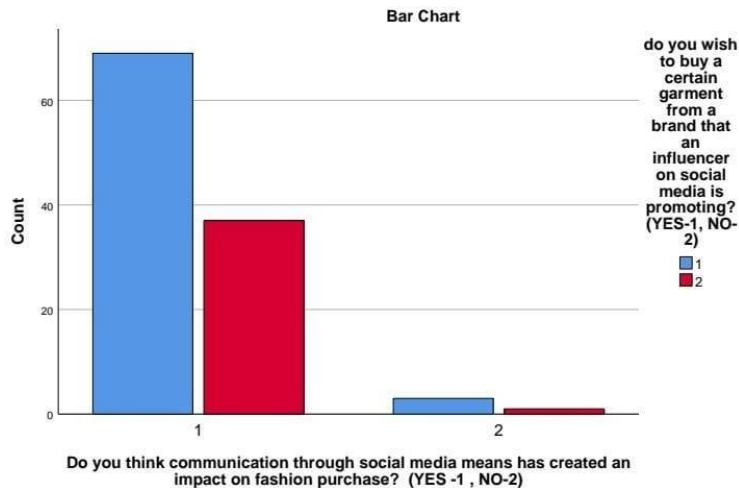GRAPH 2

From the above graph 2 we analysed that with the change in the promotional strategies for the brands and products many people felt that for marketing and promotions blog page can also be helpful where the companies can talk about the products and they can tell the customers about the same.

This is also a way to understand the consumer buying behaviour. Many consumers felt that there is a significant change in the promotional strategies of different brands.

This is also a reason why people have been drawn towards online social media sites for shopping or purchasing fashion products because they have been drawn towards these sites through different promotional activities.
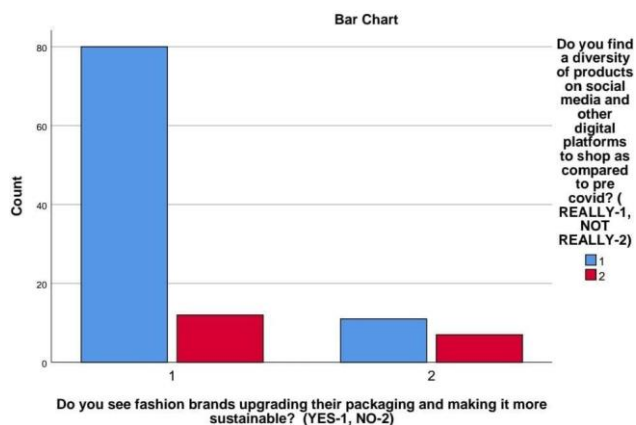
GRAPH 3

Also, many people think that communication through social media means has created an impact on fashion purchase as in nowadays we see many fashion influencers promoting different brands also this is a way company uses to connect us with their product.

We tend to rely on media influencers because people feel that they are common people who wear certain brand and also talk highly about it. Also, for many people purchasing decision was dependent upon what a particular fashion influencer is promoting.

We can through this conclude one more aspect of the consumer buying behaviour that they are highly engaged with the brands through social media and also communicate with the brands through various means.
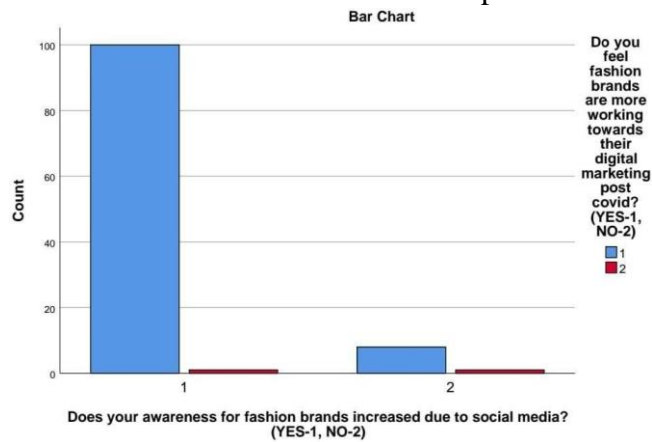

GRAPH 4

Talking about post covid changes people also found the packaging to be different and more sustainable as compared to pre-covid.

Companies are religiously working on the packaging of the products ad trying to make it as sustainable as possible. We know that sustainability is an important concept now and also need to save the planet and environment, also using our resources with utmost care so the future generation can also sustain their lives. Also, through many people felt that there has been visible change in the diversity of the products post-

covid. They felt that now companies are working towards products diversification so every lass can enjoy the comfort and can feel nice. Similarly, fashion brands have been working diligently on the products range and now we can find 'n' numbers of products.

GRAPH 5

From the above graph we conclude that there is a link between fashion brands digital marketing and due to this the awareness for fashion brands have been increased noticeably.

People are now becoming more and more aware about different types of brands let it be branded or small businesses. This is due to the fact because fashion brands are working towards their digital marketing post covid and it has been significantly creating an impact on the behaviour of consumers while purchasing different products.

LIMITATION OF STUDY

• Insufficient sample size for statistical measurements: this is one of our limitation in research process because not much of the survey was taken as expected due to online mode of research amidst pandemic. If it would have been offline mode than taking survey samples would have been made possible from a large no. of audience and measurement would have been vaster.

• Lack of prior research studies on the topic: this is our limitation since not much researches have been made on pre-covid digital marketing mix unlike post-covid. This made our study a little difficult as secondary data was not very much available and it indeed created sort of hindrance in collecting and compiling data. We could only reply on primary self-relied source.

• Scope of discussions: because of covid 19, everything is online so discussion as a group was not very effective just on call. In-person discussions are much more efficient and effective and saves time. Technological hindrances prevail in online mode of discussion which wastes a lot of time.

RESULTS

- 94.5% of the respondents felt that it does put an impact on the individuals.

- 50.9% of the respondents were very often engaged on social media sites, whereas, 35.5% were less active and at the end, 13.6% were not very active on social media platforms.

- Out of 110 respondents, 64.5% of them had less than 5 purchases, 20% made more than 5 purchases whereas 15.5% made exactly 5 purchases due to social media influence.

- 71.8% of the respondents said that social media is not only their source of purchase whereas, 28.2% it was the only source for their purchase.

- For 65.5% of the respondents the purchase was made due to influence by the brand and for 34.5% it did not matter. it was their independent purchase despite the brand influences and presence on social media.

- 82.7% respondents felt that the brands now-a-days are upgrading their packaging and stepping towards sustainability whereas, 17.3% felt the opposite.

- For 68.2% ads and popups encouraged people to buy the products but for 31.8% it did not make a much difference.

- 65.5% of the respondents would like to have an after service of the products purchased online whereas, 34.5% for the offline services.

- 80% of the respondents will prefer INSTAGRAM 45.5% will prefer FACEBOOK & 46.4% will prefer WHATSAPP 13.6% will prefer TWITTER

- 50.9% of the respondents think that it is necessary to have a blog page, 33.6% think that it is not that necessary to have a blog page whereas 15.5% don't think that it is necessary to have a blog page.

- 52.7% of the respondents think that social media really puts an influence on an individual in their product choice whereas, 47.3% thinks the opposite.

- 46.4% of the respondents are likely to buy a product recommended online after the pandemic while 34.5% are most likely to buy and the rest 19.1% are not really interested in buying a product through online recommendation during pandemic.

- 49.1% respondents are likely/interested in recommending social media for buying a product while 33.6% respondents are most likely to recommend and the least 17.3% are not really interested in suggesting the social media platform for buying a product.

- 38.2% of the respondents have moderately rated their purchasing decision of a brand's social media presence. While 20.9% were almost in favour and the rest 14.5% were most likely to have an influence on their purchasing power due to the brand's social media presence.

- 91.8% respondents feel that social media has increased their awareness about fashion brands while 8.2% feel that it is not so.

- 97.3% of the respondents felt that fashion brands are more working towards their digital marketing post-covid while only 2.7% disagreed.

- 60% respondents have very much trust on online shopping while 37.3% respondents have little trust.

And the rest few have no trust.

- 90% of the respondents saw a visible change in the promotions of brands pre- and post-covid while the remaining 10% noticed none.

- 81% of the respondents found out the diversity of products on social media and other digital platforms to shop as compared to pre-covid. While 18.2% did not really feel this.

CONCLUSION

Through the questionnaire, previous research paper and through our understanding and data collected from the questionnaire. We analysed and concluded that the fashion industry is changing dramatically and it is creating a significant impact on consumer behaviour (post- covid). And there has been a very significant change in the digital fashion marketing mix pre- and post-covid for the brands. Unlike in the past, interest in purchasing apparels and articles online has surged in this pandemic as a result of various advertising techniques and price reductions by firms the large amount of sale. As we saw pre-covid was all about touch and buy the clothing from in-store but this pandemic introduced us to this new world of digital purchasing and exchanging of goods and services in a very happening way.

Also, we came to know about various factors that are responsible for digital fashion marketing and how they affect the marketing mix and consumer behaviour towards these fashion products.

Also, through a comparative study between 7P's of marketing we analysed that there has been a very sharp impact on marketing mix post covid digitally. Earlier there was no as such importance given to social media platforms for buying or selling of fashion products but covid left no choice for businesses.

The fashion companies changed their business model and made social media marketing a huge deal. Also, it was a cake walk for many small businesses as well, as they could also be the part of big community.

Apart from it we also concluded that the buying behaviours of people also showed many interesting results.

The consumers now are also concerned about sustainability, if the products are cruelty free, vegan, no resources are being exploited while manufacturing etc. So now companies not only provide a wide range of products but also keep an eye that the products is manufactured by the right means.

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