Examine how information technology is developing and how that is affecting marketing and strategy in Hong Kong.

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ABSTRACT

This research analyses the relationship between the Marketing Strategies. And Advancement Of Information Technology each of the investigated variables, including perceived quality, brand awareness, brand image, and brand loyalty. An intercept survey was carried out in shopping centres in Beijing and Shanghai to collect the necessary data. Data may be able to be used by marketers as a means of informing decisions on distributor retail buying accommodation of brand actions. This research analyses the relationship between the Examine The Advancement Of Information Technology And Its Impact On Marketing Strategies In Hong Kong brand equity dimensions (brand awareness, brand loyalty, brand image and perceived quality) with the brand equity using the clothing sector in China Data from the research was used to do an analysis of variance (ANOVA) to learn more about the relationships between the two in the Chinese market. Marketers may use the information to better guide distribution choices in the Chinese Hongkong market.

Distribution intensity was shown to positively correlate with all measures of brand success in an analysis of variance (ANOVA) (recognition, loyalty, perception, and perceived quality). This might lead to a more favorable brand image and increased customer loyalty among Chinese consumers, since a general perception of quality declines among Chinese consumers.

Keywords*:* Marketing, Motivations, Characteristics Brand, Perceived quality, Brand image, Brand awareness Women, Challenges

INTRODUCTION:

" Speech has allowed the communication of ideas, enabling human beings to work together to build the impossible. Mankind's greatest achievements have come about by talking and its greatest failures by not talking. It doesn't have to be like this.

Our greatest hopes could become reality in the future. With the technology at our disposal, the possibilities are unbounded. All we need to do is make sure we keep talking.

……….Stephen Hawking (1993) ''

Thanks to developments in technology, modern marketing strategies are more tailored to each individual customer and provide a more interactive experience, while also delivering integrated and targeted settings for brands to reach their intended audience. But the shift isn't limited to consumer-brand dynamics. New marketing technology has permeated the backbone of businesses, improved the value of procurement, and boosted bottom lines. In 2013, almost half (47%) of American marketers said that they considered originality to be very important in their strategies. Last year, that number was 29%. In 2022, most marketers (56%) will make decisions about where and how to contact customers based on a combination of creative thinking and data from digital channels. Some 30% of the population values convenience and efficiency above creativity and uniqueness. Over the last decade, scholars and practitioners have expressed worry about the difficulty of aligning information systems to the e-business marketing strategy in light of the ever-changing nature of businesses. The difficulty and effort required to achieve this alignment only increases with time. Leaders and academics alike are concerned about how to best put information technology to use (Luftman et al., 2013). In order for businesses to keep up with the rapid pace of technological development and shifts in business activity, they must regularly make choices about how and where to use information technology. Previous research has shown that IT's contribution to organizational performance may fall short of expectations in the absence of an information system (IS) strategy (Chen et al., 2012). Alignment between businesses and IT is the primary focus of most research on the strategic use of IT (Chan et al., 2007). A strategic IT/IS perspective is missing from this method; hence the ever-changing alignment is not taken into account. Questions such, "What are the benefits and drawbacks for IT innovators? " and "How does the IT/IS strategy connect with the company marketing strategy?" remain unanswered by current research. Scholars have spent a lot of time studying the interplay between technology and business strategies, and they've come up with a wide variety of frameworks, models, and decision tools to aid in making sure everything is in sync (Gustavsen et al., 2021). The corporate level must have such a connection in order to reach growth targets. However, there hasn't been a lot of study on how companies and technology interact with one another. While many academics have validated this idea either openly (Burgelman et al., 2009) or implicitly, the researcher has been unable to find a framework or model that formally acknowledges the connection between technology strategy at the company level and marketing strategy (Lahovnik et al., 2014). Despite the importance of IS to businesses, the idea of the IS strategy is not consistently defined or quantified in the existing literature. IT alignment with business goals is the goal of an IS strategy with a restricted conception, which places emphasis on the IS unit and technology. Investing in, deploying, using, and managing information systems are all aspects of the IS strategy construct, according to the work of other academics (Chen et al., 2010). This description takes a holistic approach by bringing together several facets, including people, technology, business procedures, and available

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resources. Companies that take a traditional approach to information systems (i.e., those that blindly follow the recommendations of experienced industry managers) are less likely to be able to adapt quickly to changing market conditions (Doherty et al., 2009). This failsafe method does not include using IT to get a business edge. By adopting a novel IS strategy and monitoring the actions of rivals, businesses may gauge the success or failure of IS market pioneers. This means that the resource-based perspective suggests that a company's choice between a creative and a conservative IS strategy should be based on the IT characteristics of the company's operations and the constraints imposed by the IS (Hannay, 2019). To the best of our knowledge, no one has empirically investigated the relationship between e-business strategy factors and the strategic dimension of marketing as a blueprint for how a firm competes in the marketplace, even though most authors agree that a firm's relationship with others in the network influences implementation of marketing programmed and strategy (e.g., Slater, 2001). This study's overarching purpose is to provide light on the interplay between a company's marketing approach and its e-business strategy. In particular, this research provides a descriptive empirical examination of the connections between technology, information systems, risk management and compliance, and various forms of marketing strategy in the context of online businesses (cost leadership, differentiation, and focus strategies). E-business marketing is a highly competitive and fruitful area, with some notable failures along the way, thanks to the development of information technology and the advantages it provides to businesses. In a dynamic e-business environment, it may be difficult for a company to formulate and execute a successful strategy, leading to failure. In this study, a questionnaire was developed through literature review and expert interviews. The obtained data was analyzed to determine the most important aspects of an e-strategy, business's including IT, RM, and compliance. The next step was to provide these core elements as the model of the e-business advertising strategy. The findings imply that not all marketing approaches will do well when using components from a variety of e-business tactics with varying degrees of similarity in their dimensions. In instance, there is no discernible link between risk management and any of the promotional approaches, whereas a high degree of compliance is favorably linked to just a focus approach. Both price leadership and differentiation strategies benefit from good IT governance, whereas focus strategy is hurt by it (Digital Marketing in Hong Kong, 2022)."If a company wants to succeed in today's cutthroat marketplace, it must find every advantage it can to distribute its wares and win over customers. This suggests that marketing is one of the most crucial functions for every business. According to (Nair, 2011), there are four main factors that need to be prioritized by any company in order to improve their marketing strategy. The four pillars are product, pricing, advertising, and distribution. (Ho, 2022). In recent years, "marketing science" has been assessed in the same manner as other scientific fields. This assessment is the outcome of several shifts in marketplaces throughout the globe. Companies have mostly abandoned conventional advertising in favor of digital strategies "Businesses that fulfilled conventional marketing functions in the last century often used established channels including newspapers, television, radio, and personal contact. These channels were adequate for reaching customers over a wide geographic area. Increased market competitiveness is a result of globalization's impact. Several companies have

already begun making the switch from conventional to digital advertising. For this reason, the researcher will be having direct communication with our intended audience (Laire, 2018). Technically, the researcher can reach out to untapped consumers via the use of online tools like social media, websites, and e-mails. "The firms have benefited from the necessary advancement made possible by digital marketing technologies. Companies are able to provide and appreciate their customers more in offering a better service thanks in large part to the internet as one of the most essential means of communication (El-Gohary, 2012). Many businesses now choose digital content and marketing strategies that are powered by technology. In an effort to improve their bottom lines, several firms are adopting a wide range of new techniques. Consumerism today would not be the same without the influence of brand marketing. Some of the most important developments to keep in mind and implement today are the supply of more genuine material, the usage of chatbots and voice search, the expansion of social media marketing, and the development of more interactive user experiences. Here, it's important to know which trends are most beneficial to the company and which ones to avoid. "Promotional efforts have been a constant source of difficulty for Jordan's telecommunications companies. They were pioneers in implementing every kind of obtainable e-marketing. They promote their goods and services via their mobile apps, websites, and social media. The marketing industry is profoundly impacted by IT in various ways. A few of them help people out by reducing the need for manual work. Some people make whole new items, while others come up with novel structures for businesses. In addition, there are some who devise methods to improve marketing operations that might fundamentally alter their nature. This latter phenomenon is now at work, for example, in the consumer-packaged goods business, where a new generation of data is creating a break in the data accessible to marketers. The integration of data and technology is resulting in a rise in marketing efficiency, a reshaping of the underlying organizational structure, and a realignment of the balance of power within the distribution channels. In a broader sense, IT erodes distinctions between departments and functions by making it possible for a company to serve a wide variety of customers' needs by producing and selling a wide range of goods. A good outcome requires tight coordination between marketing, operations, research and development, and sales. Researchers in the field of IT had not provided a clear definition of the term Information Technology (IT), with many papers on the topic either assuming a common understanding of the concept, that the meaning of the term is implicitly understood, or defining it in such a way as to serve a specific purpose. To this end, researchers have developed a suite of goods and services known as research information technology. Information technology (IT) is the umbrella term for all the tools the researcher uses to produce, store, transmit, and use data in all its forms (business data, voice conversations, images, motion pictures, multimedia presentations, and other forms, including those not yet conceived). This encompasses everything of today's technological marvels, from computers and facsimiles to transmission systems, telephone networks, and microelectronics. Insofar as businesses continue to spend money on IT infrastructure like computers and software development, it's clear that the sector's value cannot be understated. They need to know how much money they're spending on IT contributes to the bottom line. At the very least, what we've gained from our computers, our

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systems, and our software. Since each company has its own unique relationship to its suppliers and customers, it is vital to have some familiarity with the company itself in order to identify the connection between information technology and business performance. Organizational processes are evolving to accommodate the new information technologies. It's having an impact on product development at every stage. In addition, it is redesigning the product as a whole, which includes all the elements a company offers to its customers in order to generate value. Executives often focus on the first order consequences of technology when applying it to a business challenge, such as cost savings, enhanced product quality, etc. Information technology's impact is distinct from that of many other forms of technology since the secondary impacts of IT are often more significant than the core effects of IT.Across the last several years, people and businesses in India and all over the globe have made substantial investments in IT infrastructure. Businesses are hoping that by investing strategically in IT, they will be able to reduce expenses and increase their ability to compete. Concerns have been raised, however, regarding the organization's capacity to make the right technological decisions and deploy them effectively, and therefore generate the expected financial rewards. Executives who must decide how much money will be spent on information technology are struggling. They believe that spending money wisely on IT might have a major impact on the company's bottom line, but they are unsure of how to gauge success or how much money should be allocated to this area. The majority of investments are made on the off chance that they may provide a positive return. Everything the researcher do in MIS is predicated on the idea that IT has an effect on the company's bottom line. Surprisingly, it is not always the case that the researcher can verify whether or not this is the case. The internet and other forms of quickly developing information and communication technology have significantly reshaped the marketing environment, giving rise to new market dynamics and marketing advantages for those who are most attuned to the strategic impacts of these shifts.It's hard to believe that Quality Management has risen from the ashes of the industrialized world like the mythical Phoenix. Instead, it seems that nations like Japan, Germany, and the United States have made gradual advances in their quality management movements, often even taking parallel paths at various periods. Despite these commonalities, it's also obvious that some nations' quality management movements have been more successful, productive, and fruitful than others. Over the years of working on these topics, the author has come to realize that the national context may provide crucial solutions (Milano, 2019). There must be a force, some underlying patterns, that propel Quality Management on a national level and shape the development of the quality management trend. The essential question of this thesis is how to characterize and explain this item, considering the local social structures or driving variables involved. Because "quality has become increasingly vital as part of a company's overall strategy to compete in today's global market," it is crucial that the researcher study how different countries' cultural norms affect quality management. It's a done deal at this point. Dr. Joseph M. Juran, a pioneer in the quality management movement, argues that in today's global markets, industrialists and academics need to obtain understanding of the connections between national culture and quality management in order to succeed (Juran 1988c). This thesis expands upon Juan's original concept and continues his research from where he left off ten years ago,

making the necessary modifications and additions along the way. The concept of exploring new avenues for advertising sparked this development. Innovative market-targeting tactics for traders. The advent of modern technology, however, added a new dimension to conventional marketing and initiated a sea change (Yasmin, 2015)

LITERATURE REVIEW

Fashion is always changing, slightly elusive, statement makes understand the difficult aspect of Marketing has to follow the rhythm and extremely seductive" (Nellis, 2010). This marketing in fashion: the perpetual change. Marketing is a business philosophy, a way of thinking from companies to understand consumers' needs. However, in the fashion market, companies define new trends. Fashion marketing can be defined as the combination between marketing tools and design creativity to seduce consumers (Mike Easey, 2009).In recent years, a fresh generation of internet interaction has emerged because to the development of Web - based technologies such as social media and websites that include user-generated content... (Barron, 2004).The emergence of digital media allows people to access information at any time, everywhere. New media can be defined as new technologies that are digital and interactive, and for a lot of them, user-generated contents. This is a new world of information where people from all around the world are interconnected (Shapiro, 1999; Neuman, 1991). Consumers have control of information today; and this is the reason why marketing is getting harder: it isn't longer a one-way communication. Along this study, the cyber consumer appears; born from the digitization. Today's consumers are connected and share their experiences with people, even ones they don't know (Smith, Coyle, Lightfoot and Scott, 2007). This new consumer is adapting himself to the specificities of the Internet and is developing behaviour upstream and downstream to the purchase act which distinguishes him from classic consumption behaviour (Mayol, 20115). Today, people are looking for information, compare, and are aware. It is no longer possible for companies to hide something; this is why businesses practices have changed, following consumers' behaviour evolution; which follows technological progress. There is more and more academic research on the effectiveness and the importance of electronic media (Sun, Ourn, Wu and Kuntaraporn, 2017). This increasing interest in this subject is due largely to word-of-mouth seen as the most effective marketing tool (Keller and Berry, 2015).

<u>ONLINE MARKETING AND SUPER WEB MARKETING TOOLS:</u>

The current revolution in information technology is similar to the industrial one (Mulhern,2009). Perez (2009) described any technological revolution in four stages: "interruption, frenzy, synergy and maturity". She thinks another revolution will take place in the future, but nobody can tell what and when. It is getting harder for companies, especially in advertising. The Internet today may be obsolete in 50 years or less. Companies have to adapt themselves quickly to follow technological development. As soon as anyone is familiar with a new practice, another one is born. It is then important to follow the technological evolution in direct time; because today with the Internet, this

is possible to be obsolete in a few hours. Internet growth has created new opportunities for marketers (Lagrosen et al, 2005). For some authors, this is a change in how to do marketing; some practices are dying out with online new tools. It is then important for marketers to understand the impact of the different communication channels and who uses them to reach the right consumer. The most important advantage with online tools is a customized relationship and communication with consumers, directly (Zeithaml and Bitner, 2019). It is a new way to provide the service, the product. At the same time, the Internet developed consumer reviews which influence consumers a lot; even people they don't know. Word of Mouse is more powerful on consumers than advertising messages. Positive ones will be very helpful for brands, but some authors have questioned the quality and reliability of negative reviews. Internet makes more noise than communication before; and also, more negative noise (Jumin; Park and Han, 2019). Some consumers will criticize a product, a brand without any reliable facts; and these people will spread their negative judgements in the entire network. Then, some negative outcomes appear. People have taken control over companies, and it is harder for them to gain consumers' trust and loyalty. Zeithaml and Bitner (2019) also underline that technology may bring human passivity and disconnection.

THE CONSUMER SHOPAHOLIC CULTURE & IDENTITY:

Newspapers, glossies, television… are using too much advertising, delineating the editorial content (Damon-Moore, 1994). Glossies still rely heavily upon advertising: 75% of their revenue (Barrell and Braithwaite 1988). Consumers are living an over-saturation and their attention and apathy to advertising has reduced (Molenaar, 2010). They are looking for more editorial content. Customers also became more individualistic, market fragmented, and target groups with identical customers grew ever smaller. Today, 80% of west-European people have direct access to (fast) Internet connection. The 2010 "Social Shopping study" found that consumers review online have a big influence on others (71%); Internet has become a way for consumers to share with others, even ones they don't know.The consumers 3.0 consume "mythic and symbolic resources". Because of too much advertising, they want to identify themselves with a personalized model (Arnould and Thompson, 2005). Shopping 3.0 allows self-presentation which can be defined as the symbolic communication of information to others about the self (Schlenker, 2015). Kretz (2010) talked about a "playground for postmodern personalities". Consumers spend time creating their identity (Marcus, Machilek and Schutz, 2017) and interact a lot online with other consumers and bloggers to have their opinions (Jensen Schau and Gilly, 2015). This is the new consumer behavior. People need the recognition of others, which is why they publish things about them online

WHERE WOMEN'S MARKETING DOES COME FROM:

Marketing to women appeared with the increase of working women and their role in household financial decision-making (Pastore, 1998). An American study has shown that when men are doing shopping, women are really buying (Pastore, 1998). The marketing for women is born. Then, Internet, the fast change in trends, the rise of information level and media exposure; and the globalization have changed radically marketing.The role of women has changed since the last

century. Before, she was a housewife taking care of her children; and her husband was working. Today, in the 21st century, the woman is dealing with her home and her career; or maybe just the career letting her husband taking care of the house, or maybe she is living by herself (Juster, 1985)7. With this finding, women are positively reactive to marketers who target her as a unique consumer (Bellante; Foster, 1984)8 and who understand her specific lifestyle. Researchers are very interested in women's multiple roles to understand time pressures, changing family structure and so they can reach the good woman.

FIVE FALLACIES ABOUT MARKETING TO WOMEN:

(Betty Jane Stearns,1961)10 Sex and fashion will sell. Women want to see on the ad the product and its benefits. Women love fashion but it's not selling all time. For most of the women, sex and fashion in ad is offensive when it isn't appropriate. All women speak the "girls talk" (cosmetics, clothes…): no more "clichés" between men and women. Some women will talk about cars as good as boys. The ad message should be clear and logical. Women are attracted by "new": for women, new is at first suspect. They are afraid about obsolescence and want to be sure that it will last. Women always spend money fast and without many thoughts: women think a lot about how they spend their money and have predetermined patterns. Then, they are influenced a lot by their peers "Only a homemaker will be interested by a new recipe, a career girl by a new neckpiece…": no more "clichés". Women want individual and new approaches without stereotypes. A housewife could wish to buy the last shoes of a famous designer. Marketing is all about understanding; and it is an active state of mind to know and target customers. Marketers also have to understand that every woman is different. Even if this study is quite old (1961), these five principles are still applicable in 2012.

BRAND GLOSSIES MAGAZINES IN 2021:

Brand glossies are magazines that are published by or on behalf of a specific brand or company. These magazines are often used as a marketing tool to promote the brand and its products or services. They may include information about the brand's history, values, and mission, as well as features on products, services, and events related to the brand. In 2021, brand glossies may continue to be popular among companies as a way to engage with their target audience and build brand awareness. They may also be used in conjunction with other marketing efforts, such as social media campaigns and email marketing. However, haveital publication has become more popular in recent years, so it's possible that the popularity of printed brand glossies has decreased.

STATEMENT

Women's magazines studies that have occurred, though limited in number, have demonstrated a sense of complexity of the sector. Saner (2010) has described glossies as one of the "most resilient" print media with a wide range of titles and an important popularity. The boom was fed by the growing popularity of titles aimed at the 35-plus age bracket (Murphy, 2005). Even with the

growing electronic media, print magazines are still alive and important in the market. However, market research undertaken by Mintel (2010), talked about a risk of print media decrease with the digitization and full information available online. Glossies feel the pressure of the competitive market. At the same time, Mintel estimated the sales of women's magazines in 2010 at 530 million copies in the world. Furthermore, The Guardian in the same year underlined the suffering of several titles and the appearance of free magazines (Version Femina) and webzines. Professionals in the sector aren't sure yet about the future of print media. Even if it enjoys a strong popularity right now, the future is quite unpredictable.

ADVERTISING AND EDITORIAL CONTENT IN GLOSSIES:

With 435 million copies sold in 2011, French glossies are still very important11. One of the most important criticisms made by different authors is that glossies have too many images. On each page, there are images. For example, in one Marie-Claire, 96% of pages have at least one image (Alexie Geers, 2010). This is no longer a magazine but a catalogue. This press is also marked by the abounding use of advertising: in one Marie-Claire, it represents 40 % of all magazines. When reading one of them, this is difficult to differentiate clearly articles and advertising; the editorial team seems to build the magazine to confuse reader's mind (Alexie Geers, 2010). Women are losing faith in magazines and are looking for editorial and informational contents. This is the same problem online. Authors decry the lack of informative content in women-oriented websites.

BLOGGERS AND BLOGS

Blogs, short for "weblogs," are websites that feature regularly updated content, usually written in a personal or conversational style. Bloggers are the individuals or groups who create and manage blogs. Blogs can cover a wide range of topics, from personal musings and diary entries to news and current events to information on specific industries or interests. Blogging has become increasingly popular over the past few years, with many individuals and organizations using blogs as a way to share information, connect with others, and build their personal or professional brand. A blogger is an individual who writes and publishes content on a blog, which is a website that contains a collection of written posts, usually organized by date. Blogs can cover a wide range of topics, including personal experiences, news and current events, technology, fashion, beauty, and more.

BLOGGERS

At first, the effect of blogs may be attributed to the attention that was paid to them by conventional media (Drezner & Farrell, 2004; Smolkin, 2004). According to these writers, journalists working for conventional media discovered that reading blogs was the best method to gauge the sentiment of the nation. One of the reasons for the popularity of blogs is the fact that they are often authored by individuals with no professional writing experience. These days, blogs can be found almost everywhere, and they attract thousands of readers daily (Albrecht, 2017). Blogs and more conventional forms of media both utilize one another as resources (mccombs and Bell, 1996).

DIGITAL CONSUMERS VS. PAPER CONSUMERS

"Reading reflects the society's lifestyle, ideals, beliefs, curiosities and seeking soul of the people" (Dhupkar, 1994). When someone wants to find specific information, he will look on the Internet to take advantage of the various search tools (Frazier, 1999). At the same time, Marath et al (2002) pointed out that reading paper press is relaxing; attributed to leisure time. The Internet development has significantly changed businesses and information processes. Print media is one of the businesses suffering the most with the technological revolution and the appearance of digital media (Bush & Gilbert, 2002). People aren't reading information the same way today as a decade ago (Greer & Mensing; Dans, 2015). Many studies have been done on that subject: the duality of the offer between physical and electronic channels (Deleersnyder, Geykens, Gielens & Depimke, 2002; Ghosh, 1998; Frazier, 1999; Gilbert, 2001).

STUDY DESIGN:

Researchers performed a rigorous cross-sectional investigation. The cross-sectional design necessitated a single point in time data collection, which was quick and low-cost. Because of the short timeframe and limited resources, the researcher opted for a quantitative approach. Rao-soft software was used to estimate the sample size of 1166; 1378questionnaires were distributed; 1309 were returned; and lastly, 109 questionnaires were deleted owing to incompletion of the questionnaire. The study included 1200 people from China People from Hong Kong as respondents. Using random sampling, all respondents were approached for the survey. Participants who decided to participate in the study were given information about it by the researcher, who was also on hand to answer any questions they had while they were waiting to finish their shopping. When a respondent was unable to read or write, or was confined to a wheelchair, the researcher read the survey questions and response categories to them, and then recorded their responses in the survey form as they were told. In some places, people were given questionnaires to complete and return all at once.

3.1 STUDY AREA:

The study was conducted in fashion clothing market, clothing factories, clothing retail market, shopping malls, on China People from Hong Kong. The study sites were chosen because of consumers' availability at the sites to purchase various brands.

3.2 DATA COLLECTION:

The researcher conducted mixed method research for the study through survey and interview. The details of the survey collection method and interview are described below. Respondents first answered control questions regarding the Chinese clothing market, to predict the establishment of

brand equity and size of their organization. This left a sample size calculated from Rao Soft and the sample size was 1200. Likert scale, rating system, used in questionnaires, that is designed to measure people's attitudes, opinions, or perceptions. Subjects choose from a range of possible responses to a specific question or statement; responses typically include "strongly agree," "agree," "did not answer," "disagree," and "strongly disagree." Often, the categories of response are coded numerically, in which case the numerical values must be defined for that specific study, such as 5 = strongly agree, 4 = agree, and so on.

In the study the researcher viewed in demographic details that included Gender, the age group of the respondents, the occupation of the respondents, the tenure of work for the respondents, the technical knowledge for the respondents, the surveillance skill for the respondents and the last one is Income of the respondents. That all are included in demographic details. The questions from 1-20 follow the Likert scale mentioned above and it provides us with the Chinese clothing market, to Examine the Advancement of Information Technology and Its Impact on Marketing Strategies In Hong Kong.

3.3 SAMPLE:

Data for the study was collected collection method and interview. Sample Size calculated through Rao-soft software was 1166, total ; 1378 questionnaires were distributed, out of which 1309questionnaire were received back, and 109 questionnaires were rejected because they were incomplete. The final number of questionnaires used for study is 649 with 297 females and 392 males respectively. The member of the study surveyed were the following: The study's data included information on Teachers (Total = 168, Female = 119, Male = 49) respondents (14.0%), Designers (Total = 145, Female = 69, Male = 78) respondents (12.1%), Engineers (Total = 247, Female = 209, Male = 38) respondents (20.59%), Doctors (Total = 120, Female = 91, Male = 29) respondents (10.0%), Marketing Professionals (Total = 159, Female = 108, Male = 51) respondents (13.25%), and Private Employees (Total = 147, Female = 94, Male = 53) respondents (12.25%), respectively.
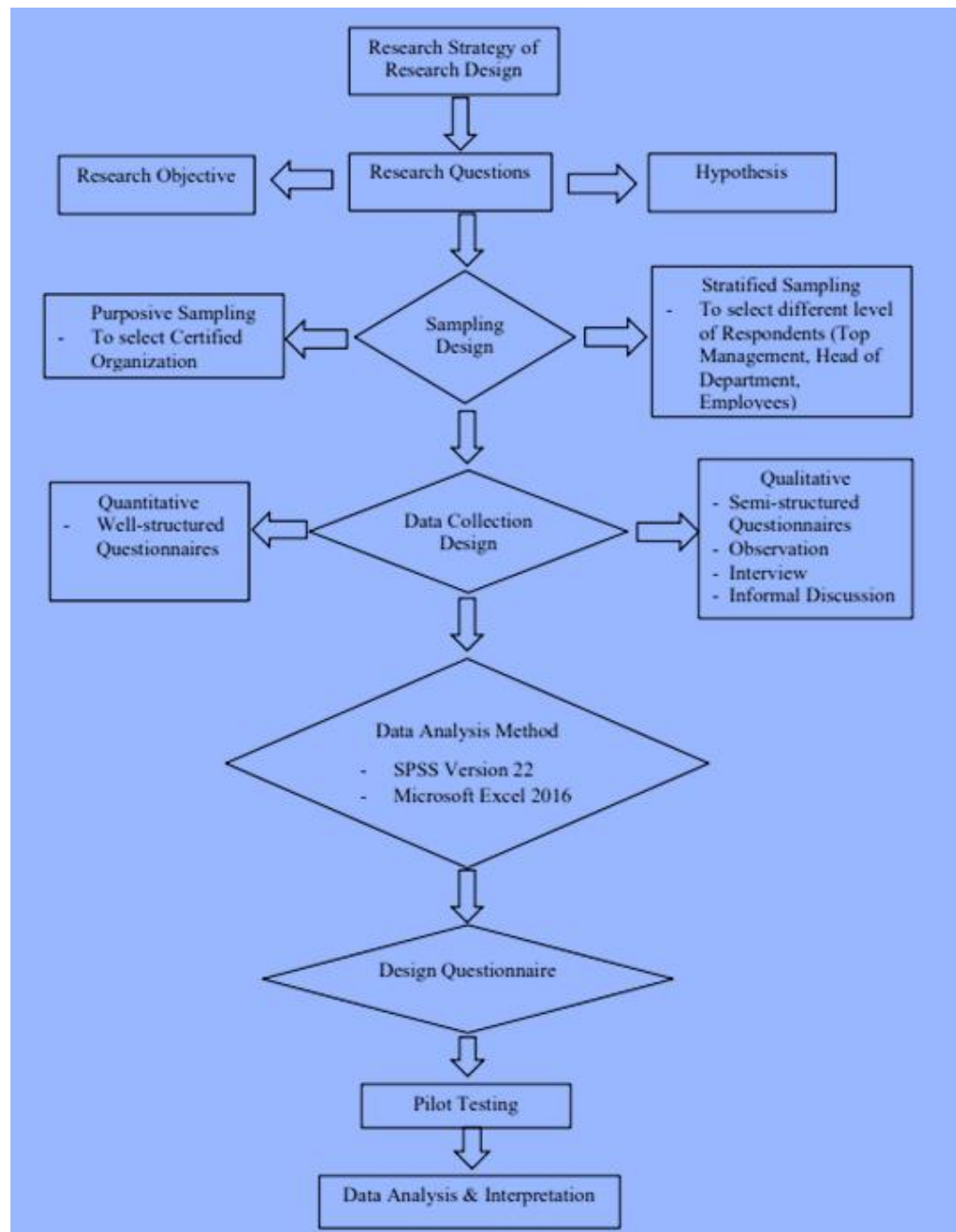
FIGURE 6: DATA ANALYSIS

3.4 VARIABLES:

A characteristic, number, or quantity is referred to as a variable if it is capable of being counted or quantified. It's possible to refer to a variable as a data item as well. Some examples of variables are age, gender, income and expenses of a business, country of birth, amount of money spent on capital expenditures, class grades, eye color, and type of vehicle.

METHOD OF ANALYSIS:

It is possible to examine data using a variety of statistical tests using SPSS software, version 25. As part of this study, SPSS will be used to analyse data from the survey questionnaire.

- ➢ **Descriptive Statistic Method –** For scientific research, this is the most straightforward approach of analysing data and guaranteeing that all of the important data is accessible for comparison and analysis. They were the foundation for almost any quantitative study of data, along with basic pictorial analysis.

- ➢ **Reliability Test** – Each individual item on a scale is compared to the total of the remaining elements in order to determine how well each item correlates. It assesses the degree of consistency and dependability among the various factors on a scale. Cronbach's alpha coefficient is a measure of internal consistency and trustworthiness. If the Cronbach's alpha is higher than or equal to 0.700, then the strength data may be accepted.

- ➢ **Independent t-Test** – With parametric and regularly distributed data, the independent test is a strong but limited test. It is used to determine whether the means of two unrelated groups or circumstances are statistically different.

- ➢ **One-Way Analysis of Variance (ANOVA)** – If two or more independent variables have statistical significance, one-way ANOVA is performed (unrelated group). One-way ANOVA was performed in this study to assess whether there was a significant connection between age, gender, and occupation level with various domains of surveillance and awareness of brand equality. At 5 percent and 95 percent confidence intervals, the researcher will utilise the statistical significance threshold to estimate statistical significance. As long as the p-value is greater than 0.05, the null hypothesis is accepted. Although one-way ANOVA is an omnibus test statistic, it does not tell the researcher which individual groups were statistically significantly different from one other; it just informs researcher that at least two groups were different. As a result, if the significance threshold is less than 0.05, and an alternative hypothesis is accepted showing that the data is abnormally distributed, then a post-hoc test is necessary. It was discovered via the use of a post-hoc test which groups were statistically distinct from one another.

Data analysis Software – Data may be analyzed with the help of SPSS version 25.

Discussion

5.0 Introduction of Discussion:

The results of this chapter indicate that the degree to which one can predict the establishment of brand image and their dispositions is significantly influenced by the Chinese clothing market and brand equity. Results from four different models are tabulated and presented. In the first of several subsections, the results include demographic details about the respondents. The demographic variables of age, occupation, and family income were used to create tables displaying descriptive information from the research. According to the data in Table 3, out of a total of Rao-soft program predicted a sample size of 1166, therefore 1378 questionnaires were sent, 1309 were received, and 69 were thrown out because of missing information. The Sample size was determined to be 1,200

participants. Residents of Hong Kong who responded Descriptive statistics are broken down by age group in Table 4. Data on occupations are shown in Table 6 of the research. Table 5 displays the study's income distribution breakdown. The term "brand equity" refers to the influence of a well-known and liked brand name on consumers' inclination to purchase something. Increasing a company's brand value is as simple as giving customers reasons to choose that company's products or services over those of rivals.

Demographic Details :

Demographics are a subset of statistics that provide light on the composition of a certain population. The demographics of a population are what set it apart from others. With the use of demography, we may examine whole societies as well as smaller groups of people. Age, gender, education, race/ethnicity, and religious identification are all examples of demographics. Demographic data such as age, gender, family income, race/ethnicity, education level, marital status, employment, etc. may be used to segment the population for study.

Descriptive Statistics for Likert Scale :

Second part of the result comprised of interval scale for Likert scale in the table starting from the interval scale to determine the minimum and the maximum length of the 5-point Likert type scale, the range is calculated by $(5 - 1 = 4)$ then divided by five as it is the greatest value of the scale $(4 \div 5 = 0.80)$. Afterwards, number one which is the least value in the scale was added in order to identify the maximum of this cell. The length of the cells is determined below:
*   From 1 to 1.80 represents (strongly disagree).
*   From 1.81 to 2.60 represents (disagree).
*   From 2.61 to 3.40 represents (neutral).
*   From 3.41 to 4.20 represents (agree).
*   From 4.21 to 5:00 represents (strongly agree).
Out of 20 questions use in the questionnaire, 20 questions in the interval of 3.41 to 4.20 representing agree.

5.3 Demographic Distribution Of Likert Scale :

This table appears to be survey data, with respondents being asked to rate their agreement with various statements about the use of information technology in a business. The statements cover a range of topics such as the impact of IT on marketing efficiency, organization's market reach, sales percentage, use of IT in operations, provision of basic IT services, IT implementation, IT infrastructure and technology adoption, website design and flexibility, and provision of crucial IT services. The data is presented in the form of percentages of respondents who answered, "Strongly Agree", "Agree", "Did Not Answer", "Disagree", and "Strongly Disagree" to each statement. The percentages for each statement suggest that the majority of respondents agreed or strongly agreed

with most of the statements. It also shows the number of respondents per statement, gender, and Male or Female.

Information Technology And Information Technology Impact:

When customers make use of a product, it is essential that the brand lives up to its claims and satisfies the conditions it sets forth for itself. In order to successfully establish brand equity, it is frequently necessary to first increase brand recognition through marketing efforts that appeal to the values of the consumer demographic being targeted.

It is essential to evaluate brand equity using various methods outside monetary valuation, one example of which is by mapping the perception that consumers have of your brand. The failure to address unfavourable perceptions that consumers have about a company's brand can result in significant financial losses. Regardless of how dominant a brand currently is, customers who are interested in switching brands will make the transition as soon as a competing brand reaches maturity in the market.

Moderate Marketing Activities :

Companies increase their brand equity by giving customers positive experiences that encourage them to continue purchasing from the company rather than from competitors who produce products that are functionally equivalent. These types of experiences encourage customers to continue purchasing from the company rather than from competitors.

The proliferation of marketing activities inside social media presents a wonderful opportunity for executives and businesses to explore for new ways to engage with their customers, since these activities are now taking place within social media (Alalwan et al. 2017; Gomez, Lopez, and Molina 2019).

Customers Perspective :

The capacity to collect, organize, and model data pertaining to clients is a competence that is highly sought for. The requirements of customers are increasingly becoming the primary focus of marketers. compared to the value of products. The value of a brand may increase with the implementation of a strategy that focuses on the product. A plan that places a high priority on the requirements of the clients will result in increased customer equity. The purpose of customer equity management is to maximize the long-term profitability of the organization by considering ties with customers as if they were precious assets that needed to be carefully cultivated and guarded against loss. Service excellence, relationship marketing, and brand equity can all be traced back to the roots of the customer equity approach to marketing.

Brand Loyalty :

According to one definition, "brand loyalty" refers to "the degree to which a customer identifies with a certain brand." In light of this, one definition of brand equity is "a firmly held commitment to rebury or re-patronize a selected product or service consistently in the future, given circumstance factors, and marketing efforts having the power to cause switching behavior." As a consequence of this, brand loyalty is often seen as the single most important factor contributing to brand equity. This is followed by brand awareness, brand association, and perceived quality. As a consequence of this, brand loyalty may be differentiated from other aspects of brand equity owing to its link with the experiences of customers. In addition, customer loyalty to a brand reduces the need to investigate other relationship transactions as well as the costs involved with doing so. Those customers who remain faithful to a certain brand are less inclined to experiment with other options. Because it has the ability to produce and keep long-term consumer support, which in turn improves a company's brand value, companies put a premium on the concept of brand loyalty. This is because it can generate and sustain long-term customer support (Zhang, 2018).

Summary :

To explore the relationships between selected dimensions and the creation of brand equity in the Chinese clothing market, the study reported here investigated the relational linkages between four brand equity dimensions using a structural model. Important implications for the brand equity creation process in the Chinese market were found.

Marketing strategy is considered the most important source of establishing brand equity. A large number of studies have explored how various marketing mix elements affect brand equity. However, most of those studies were conducted in the United States or other Western countries. Because cultural differences might mediate the effect of marketing efforts on brand equity creation, those findings may not be generalizable to markets without empirical testing. To multinational companies, Chines people from Hong Kong is undoubtedly a large and important market of 1.4 billion consumers. Joining the WTO has made Chines people from Hong Kong ever more interconnected to the global economic system, and more open to imported brands or products. Despite the apparent and increasing importance of the Chinese market, however, the topic of how to build brand equity with various marketing strategies in Chines people from Hong Kong appears to be under-researched. With such little systematic research having been conducted to explore how to build 115 brand equity in Chines people from Hong Kong , no study had focused specifically on the apparel market. So this research used the Brand Equity Creation Model to examine the effects of marketing efforts on creating brand equity in Chines people from Hong Kong , using foreign branded clothing products in particular.

CONCLUSION;

Based on the study data presented in the table, it appears that the majority of respondents agreed or strongly agreed with most of the statements about the use of information technology in a

business. This suggests that the respondents generally had positive perceptions of the impact of IT on various aspects of business operations and performance.

Additionally, the data only provides a snapshot of the situation, and it would be beneficial to have a longer-term perspective on the subject in order to understand if these views are consistent over time.

It is also important to note that, the gender information provided in the table might be important to understand how men and women feel differently about the use of information technology in business. Survey data, with respondents being asked to rate their agreement with various statements about the use of information technology in a business. The statements cover a range of topics such as the impact of IT on marketing efficiency, organization's market reach, sales percentage, use of IT in operations, provision of basic IT services, IT implementation, IT infrastructure and technology adoption, website design and flexibility, and provision of crucial IT services.

This sample size was calculated Sample Size by Rao-soft software was used to estimate the sample size of 1166; 1378 questionnaires were distributed; 1309 were returned; and lastly, 109 questionnaires were rejected owing to incompletion of the questionnaire. The study included 1200 Sample: People from Hong Kong as respondents

With the information provided, we can now determine that the sample size for this study was 1200 individuals, all of whom were residents of Hong Kong. Knowing the sample size and the population from which it was drawn allows us to have a better understanding of the representativeness of the sample and the generalizability of the findings. It is also important to note that the sample size was calculated using a software and it was considered appropriate for the research question and the population size.

The survey data suggests that the majority of the respondents had positive perceptions of the impact of IT on various aspects of business operations and performance. However, it's important to remember that these results are based on a sample of 1200 individuals from Hong Kong, and it's unclear how generalizable these findings are to other populations or regions. Additionally, the survey data is a snapshot of the situation, and it would be beneficial to have a longer-term perspective on the subject in order to understand if these views are consistent over time.

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