



## **Analyze the evolution of information technology and its impact on Hong Kong's marketing and strategy.**

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### **ABSTRACT**

This study investigates the relationship between marketing strategies. And the advancement of information technology each of the investigated variables, such as perceived quality, brand awareness, brand image, and brand loyalty. An intercept survey was conducted in shopping malls in Beijing and Shanghai to gather the necessary information. Marketers may be able to use data to inform decisions about distributor retail buying and brand actions. This study examines the relationship between the brand equity dimensions (brand awareness, brand loyalty, brand image, and perceived quality) and the brand equity in the Chinese clothing industry. Data from the research was used to conduct an analysis. of variance (ANOVA) to better understand the relationships between the two in the Chinese market. Marketers may use the data to better inform distribution decisions in the Chinese Hong Kong market.

An analysis of variance (ANOVA) revealed that distribution intensity correlated positively with all measures of brand success (recognition, loyalty, perception, and perceived quality). Because Chinese consumers' perceptions of quality are declining, this may result in a more positive brand image and increased customer loyalty.

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

### **INTRODUCTION**

"Speech has made it possible to communicate ideas and collaborate to accomplish impossible feats." Mankind's greatest accomplishments have been made through communication, while its greatest failures have been made through silence. It does not have to be like this. Our greatest hopes may become a reality in the future. With the technology at our disposal, the possibilities are endless. All we need to do is keep talking. Stephen Hawking (1993). Thanks to technological advancements, 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. However, the shift extends beyond consumer-brand dynamics. New marketing technology has penetrated the backbone of businesses improved the value of procurement and increased bottom lines. In 2013, nearly half (47%) of American marketers said they valued originality in their strategies. Last year, the percentage was 29%. In 2022, the majority of marketers (56%) will base their decisions about where and how to contact customers on a combination of creative thinking and digital data.



Approximately 30% of the population values convenience and efficiency over creativity and uniqueness. Scholars and practitioners have expressed concern over the last decade about the difficulty of aligning information systems with e-business marketing strategies in light of businesses' ever-changing nature. The difficulty and effort required to achieve this alignment will only increase over time. Leaders and academics are equally concerned about Luftman et al. (2013) discuss how to best use information technology. To keep up with the rapid pace of technological development and shifts in business activity, businesses must make regular decisions about how and where to use information technology. Previous research has shown that the contribution of IT to organizational performance may fall short of expectations in the absence of an information system (IS) strategy (Chen et al., 2012). Most research on the strategic use of IT focuses on business-IT alignment. This method lacks a strategic IT/IS perspective, so the ever-changing alignment is not considered. Questions like, "What are the benefits and drawbacks for IT innovators?" and "How Current research does not provide an answer to the question "does the IT/IS strategy connect with the company marketing strategy?" Scholars have spent a lot of time studying the relationship between technology and business strategies, and they've developed a variety of frameworks, models, and decision tools to help ensure that everything is in sync (Gustavsen et al., 2021). To achieve growth targets, such a connection must exist at the corporate level. However, there has been little research into 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 the company's technology strategy.

Level and marketing strategy (Lahovnik et al., 2014). Despite the importance of IS to businesses, the concept of IS strategy has not been consistently defined or quantified in the existing literature. IT alignment with business goals is the goal of a narrowly defined IS strategy that focuses on the IS unit and technology. According to other academics' research, the IS strategy construct includes investing in, deploying, using, and managing information systems. This description takes a comprehensive approach, encompassing people, technology, business procedures, and available resources. Companies that take a conventional approach to information systems (i.e., those that blindly follow the recommendations of experienced industry managers) are less likely To be able to respond quickly to changing market conditions (Doherty et al., 2009). This failsafe method does not include using IT to gain a competitive advantage. Businesses can predict the success or failure of IS market pioneers by implementing a novel IS strategy and monitoring their competitors' actions. This means that the resource-based perspective suggests that a company's decision between a creative and a conservative IS strategy should be based on the IT characteristics of its operations as well as the IS constraints (Hannay, 2019). To 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, despite the fact Most authors



agree that a company's network relationships influence the implementation of marketing programs and strategies (e.g., Slater, 2001).

### **LITERATURE REVIEW**

Fashion is always changing, slightly elusive, statement makes understand the difficult aspect of Marketing has to follow the rhythm, and it is extremely seductive (Nellis, 2010). Fashion marketing is constantly changing. Marketing is a business philosophy, a way of thinking that helps businesses understand their customers' needs. However, in the fashion industry, companies set new trends. Fashion marketing is defined as the use of marketing tools and design creativity to entice consumers (Mike Easey 2009). In recent years, a new generation of internet interaction has emerged as a result of the development of Web-based technologies such as social media and user-generated content... (Barron, 2004). With the advent of digital media, people can now access information at any time and from any location. New media can be defined, as new digital and interactive technologies, with many of them featuring user-generated content. This is a new information age in which people from all over the world are connected (Shapiro, 1999; Neuman, 1991). Consumers now have control over information, which is why marketing is becoming more difficult: it is no longer one-way communication. Throughout this research, the cyber consumer emerges as a result of digitization. Consumers today are connected and share their experiences with others, including strangers (Smith, Coyle, Lightfoot, and Scott, 2007). This new consumer is adapting to the unique characteristics of the Internet and developing behavior upstream and downstream of the purchase act that distinguishes him from traditional consumption behaviour (Mayol, 2011). Now, people are Looking for information, comparing, and being aware. Companies can no longer hide something; as a result, business practices have evolved in tandem with consumer behavior and technological progress. There is a growing body of academic research on the effectiveness and importance of electronic media. This growing interest in the subject is primarily due to word-of-mouth being regarded as the most effective marketing tool (Keller and Berry, 2015).

### **ONLINE AND SUPER WEB MARKETING TOOLS**

Mulhern (2009) compares the current information technology revolution to the industrial revolution. According to Perez (2009), any technological revolution goes through four stages: "interruption, frenzy, synergy, and maturity". She thinks another revolution will take place in the future, but nobody knows what. And when. Companies face increasing challenges, particularly in advertising. The Internet may be obsolete in 50 years or less. Companies must adapt quickly to technological advancements. As soon as someone becomes familiar with a new practice, another one emerges. It is then critical to track technological evolution in real time, as with the Internet, something can become obsolete in a matter of hours. The growth of the Internet has opened up new opportunities for marketers (Lagrosen et al, 2005). For some authors, this represents a shift in marketing strategies; some practices are being phased out in favor of new online tools. It is then



critical for marketers to understand the impact of the various communication channels and who uses them. to target the appropriate consumer. The most significant advantage of using online tools is the ability to customize relationships and communicate directly with consumers (Zeithaml and Bitner, 2019). It's a new way to deliver the service and product. At the same time, the Internet created consumer reviews, which have a significant influence on consumers, including those they do not know. Word of Mouth has a greater impact on consumers than advertising messages. Positive reviews will be extremely beneficial to brands, but some authors have questioned the quality and reliability of negative ones. The internet generates more noise than traditional communication, including more negative noise (Jumin; Park and Han, 2019). Some consumers will criticize a product or a brand without any reliable facts, and these people will spread their negative judgments in Entire network. Then some negative outcomes occur. People have taken over companies, making it more difficult for them to gain consumer trust and loyalty. Zeithaml and Bitner (2019) also emphasize that technology may lead to human passivity and disconnection.

### **CONSUMER SHOPAHOLIC CULTURE AND IDENTITY**

According to Damon-Moore (1994), excessive advertising in newspapers, glossies, and television can detract from editorial content. Glossies continue to rely heavily on advertising, which accounts for 75% of their revenue. Consumers are experiencing oversaturation, and their attention and apathy toward advertising has decreased (Molenaar, 2010). They are looking for additional editorial content. Customers became more individualistic, markets fragmented, and target groups of identical customers shrank. Today, 80% of western Europeans have direct access to a fast Internet connection. The 2010 The "Social Shopping study" discovered that consumers' online reviews have a significant influence on others (71%); the Internet has become a means for consumers to share with others, including those they do not know. Consumer 3.0 consumes "mythic and symbolic resources". Because of excessive advertising, they want to identify with a personalized model (Arnould and Thompson, 2005). Shopping 3.0 enables self-presentation, which is defined as the symbolic communication of self-related information to others (Schlenker, 2015). Kretz (2010) described a "playground for postmodern personalities". Consumers spend time developing their identity (Marcus, Machilek, and Schutz, 2017) and interact extensively online with other consumers and bloggers to obtain their feedback (Jensen Schau and Gilly, 2015). This is the new consumer behavior. People need Recognition of others is why they publish information about them online.

### **WHERE WOMEN'S MARKETING COMES FROM**

Marketing to women began with the rise of working women and their role in household financial decision-making (Pastore, 1998). According to an American study, when men shop, women buy more (Pastore, 1998). Marketing for women is born. The Internet, rapid shifts in trends, increased information and media exposure, and globalization have all had a significant impact on marketing. The role of women has evolved over the last century. Previously, she was a housewife caring for her children, while her husband worked. Today, in the twenty-first century, the woman



is dealing with her home and career; or perhaps just the career, allowing her husband to take care of the house, or perhaps she is living alone (Juster, 1985).<sup>7</sup> According to this finding, women respond positively to marketers who target them as a unique consumer (Bellante; Foster, 1984)<sup>8</sup> and understand their specific lifestyle. Researchers are very interested in women's multiple roles because they want to understand time constraints, changing family structures, and how to find the good woman.

### **FIVE MYTHS ABOUT MARKETING TO WOMEN**

(Betty Jane Stearns, 1961).<sup>10</sup> Sex and fashion will sell. Women prefer to see the product and its benefits in advertisements. Fashion is popular among women, but it does not always sell well. Most women find sex and fashion in advertisements offensive when they are inappropriate. All women speak "girls talk" about cosmetics and clothing. : No more "clichés" between men and women. Some women can talk about cars as well as boys. The advertising message should be clear and logical. Women are drawn to the "new"; for women, the new is initially suspect. They are concerned about obsolescence and want to ensure that it will last. Women always spend money quickly and without much thought: they are very conscious of how they spend their money and have predetermined patterns. They are heavily influenced by their peers. "Only a homemaker will be interested in a new recipe, a career girl by a new neckpiece...": no more "clichés". Women want unique and innovative approaches that avoid stereotypes. A housewife might want to buy a famous designer's last pair of shoes. Marketing Understanding is everything, and getting to know and target customers requires an active mindset. Marketers must also understand that each woman is unique. Even though this study is quite old (1961), these five principles are still relevant in 2012.

### **BRAND GLOSSIES MAGAZINES FOR 2021**

Brand glossies are magazines produced by or on behalf of a particular brand or company. These magazines are frequently used as a marketing tool to promote the brand's products or services. They may include information about the brand's history, values, and mission, as well as features on products, services, and events associated with the brand. In 2021, brand glossies may remain popular among companies as a way to engage with their target market and increase brand recognition. Additionally, they could be combined with other marketing initiatives like email and social media campaigns. It is plausible that the popularity of printed brand glossies has declined, though, given the rise in popularity of haveital publications in recent years.

### **SUMMARY**

Studies on women's magazines have been conducted, albeit infrequently, but they have shown how complex the industry is. Glossies are among the "most resilient" print media, according to Saner (2010), with a large number of titles and significant popularity. The rising demand for books targeted at people over 35 contributed to the boom (Murphy, 2005). Print magazines are still relevant in the market and in good standing despite the rise of electronic media. Still, Market





research conducted by Mintel (2010) discussed the possibility of print media declining as a result of digitization and the availability of complete information online. Glossies experience pressure from the cutthroat industry. Concurrently, Mintel projected that 530 million copies of women's magazines were sold globally in 2010. Additionally, The Guardian highlighted in that same year the demise of multiple titles as well as the emergence of webzines and free magazines like Version Femina. Regarding print media's future, industry professionals are unsure at this time. Though it's currently very popular, things could change in the future.

### **STUDY DESIGN**

A thorough cross-sectional analysis was carried out by the researchers. A single point in time data collection was required due to the cross-sectional design, which was quick and inexpensive. The researcher chose a quantitative approach due to the constrained resources and short timeframe. The sample size of 1166 was estimated using Rao-soft software; 1378 questionnaires were distributed; 1309 were returned; and finally, 109 questionnaires were removed because they were incomplete. In the study, 1200 participants were from China. Respondents were Hong Kong residents. For the survey, every respondent was contacted using random sampling. The researcher provided information about the study to participants who chose to take part in it, and they could contact the researcher with any questions they had while they were waiting to complete their purchasing. In cases where a participant was confined to a wheelchair or lacked the ability to read or write, the researcher read the survey questions and response categories to them. They were then instructed to record their answers in the survey form. People were given questionnaires to fill out and return all at once in certain locations.

**STUDY AREA:** The study, which focused on Chinese people from Hong Kong, was carried out in shopping centers, apparel factories, fashion apparel markets, and retail clothing markets. The study locations were selected based on the availability of different brands for consumers to purchase at the study sites.

**DATA COLLECTION:** The study used a mixed method of data collection, with surveys and interviews. The following describes the specifics of the interview and survey collection procedure. First responders provided an answer.

control questions about the Chinese apparel market in order to forecast their organization's size and the development of brand equity. As a result, a sample size of 1200 was determined using Rao Soft. Likert scales are a type of rating system that are used in questionnaires to gauge respondents' views, beliefs, and attitudes. Respondents select from a list of options for a given question or statement; possible choices include "strongly disagree," "strongly agree," "agree," "did not answer," and "disagree." When response categories are coded numerically, as they frequently are, the numerical values—such as 5 for strongly agree, 4 for agree, and so forth—must be defined specifically for that study.



The researcher looked at demographic information in the study, such as gender and the age range of the respondents, their occupation, length of employment, technical expertise, mastery of surveillance techniques, and, finally, their income. All of that is covered by the demographic information. The questions from 1 to 20 use the same Likert scale as previously mentioned, giving us information about the Chinese clothing market and allowing us to examine how information technology advancements have affected marketing strategies in Hong Kong.

Interviews and data collection techniques were used to gather the study's data. Rao-soft software yielded a sample size of 1166. A total of 1378 questionnaires were distributed, of which 1309 were returned, and 109 were rejected on the grounds that they were incomplete. The total quantity of surveys utilized for study is 649, comprising 392 men and 297 women, respectively. The following study participants were surveyed: Information from the study was gathered from respondents who were teachers (Total = 168, Female = 119, Male = 49) (14.0%), designers (Total = 145, Female = 69, Male = 78) (12.1%), engineers (Total = 247, Female = 209, Male = 38) (20.59%), doctors (Total = 120, Female = 91, Male = 29) (10.0%), marketing professionals (Total = 159, Female = 108, Male = 51) respondents (13.25%), and private employees (Total = 147, Female = 94, Male = 53) (12.25%), among other categories.

**VARIABLES:** Any attribute, quantity, or number that can be measured or counted is referred to as a variable. A variable may also be referred to as a data item. A few instances of study is 649, comprising 392 men and 297 women, respectively. The following study participants were surveyed: Information from the study was gathered from respondents who were teachers (Total = 168, Female = 119, Male = 49) (14.0%), designers (Total = 145, Female = 69, Male = 78) (12.1%), engineers (Total = 247, Female = 209, Male = 38) (20.59%), doctors (Total = 120, Female = 91, Male = 29) (10.0%), marketing professionals (Total = 159, Female = 108, Male = 51) respondents (13.25%), and private employees (Total = 147, Female = 94, Male = 53) (12.25%), among other categories.

**3.4 VARIABLES:** Any attribute, quantity, or number that can be measured or counted is referred to as a variable. A variable may also be referred to as a data item. A few instances of Variables include age, gender, business income and expenses, country of birth, capital expenditure amount, class grades, eye color, and vehicle type.

## **METHOD OF ANALYSIS**

SPSS software, version 25, can be used to analyze data using a range of statistical tests. Data from the survey questionnaire will be analyzed using SPSS as part of this study. The Descriptive Statistic Method is the simplest way to analyze data for scientific research and ensure that all relevant data is available for comparison and analysis. They served as the

cornerstone for both simple pictorial analysis and practically any quantitative analysis of data. The reliability test compares the sum of the remaining items on a scale to each individual item. gender, level of occupation, and awareness of brand equality across multiple surveillance domains. The statistical significance threshold will be used by the researcher to estimate statistical significance at the 5 percent and 95 percent confidence intervals. In the event that the p-value exceeds 0.05, the null hypothesis is acknowledged. Despite being an omnibus test statistic, the one-way ANOVA only tells the researcher that at least two groups were different, not which individual groups were statistically significantly different from each other. Therefore, a post-hoc test is required if the significance threshold is less than 0.05 and an alternative hypothesis demonstrating that the data is abnormally distributed is accepted. Using a post-hoc test, it was found that which groups were separated from one another statistically. Software for data analysis – SPSS version 25 can be used to analyze data.

**The Descriptive Statistic Method** is the simplest way to analyze data for scientific research and ensure that all relevant data is available for comparison and analysis. They served as the cornerstone for both simple pictorial analysis and practically any quantitative analysis of data. **Reliability Test:** To ascertain how well each item correlates, the total of the remaining elements is compared to each individual item on a scale. On a scale, it evaluates the level of reliability and consistency across the different components. The Cronbach's alpha coefficient is a reliable indicator of internal consistency. As long as the strength data is greater than or equal to 0.700, the Cronbach's alpha can be accepted.

When parametric and regularly distributed data are used, the independent t-test test is robust but constrained. It is employed to ascertain if there is a statistically significant difference between the means of two unrelated groups or situations.

ANOVA, or One-Way Analysis of Variance, One-way ANOVA is used when two or more independent variables are statistically significant (unrelated group). In order to determine whether age, gender, and occupation level were significantly correlated with different domains of surveillance and brand equality awareness, one-way ANOVA was used in this study. The statistical significance threshold will be used by the researcher to estimate statistical significance at the 5 percent and 95 percent confidence intervals. In the event that the p-value exceeds 0.05, the null hypothesis is acknowledged. Despite being an omnibus test statistic, one-way ANOVA does not specify which individual. The fact that at least two groups differed from one another is all that the statistical significance of the differences tells the researcher. Therefore, a post-hoc test is required if the significance threshold is less than 0.05 and an alternative hypothesis demonstrating that the data is abnormally distributed is accepted. A post-hoc test was used to determine which groups were statistically different from one another.

Data interpretation Programs SPSS version 25 can be used to analyze data.





## CONCLUSION

It seems that most respondents agreed or strongly agreed with the majority of the statements regarding the use of information technology in a business, based on the study data shown in the table. This shows that opinions about how IT affects different facets of business operations and performance were, for the most part, favorable among the respondents. Furthermore, the data only offers a snapshot of the circumstances; therefore, in order to determine whether these opinions are stable over time, it would be helpful to have a longer-term perspective on the matter.

It's also crucial to remember that understanding how men and women feel about the use of information technology in business may depend on the gender data in the table. Take a look data, asking participants to score how much they agreed with different claims regarding how information technology is used in businesses. The statements address a wide range of subjects, including how IT affects marketing effectiveness, an organization's market reach, sales percentage, how IT is used in operations, how basic IT services are provided, how IT is implemented, how IT infrastructure and technology are adopted, how flexible and well-designed websites are, and how important IT services are provided.

Sample Size by Rao-soft software was used to estimate the sample size of 1166; 1378 questionnaires were distributed; 1309 were returned; and finally, 109 were rejected because they were incomplete. The research comprised 1200 Samples. Respondents who were Hong Kong residents ,Using the data supplied, we can now ascertain that 1200 people, all of whom were Hong Kong residents, made up the study's sample. We can assess the representativeness of the sample and the generalizability of the results more effectively if we are aware of the sample size and the population it was taken from. It's also crucial to remember that the sample size was determined using software and was thought to be suitable given the population size and research question. According to the survey results, most participants had favorable opinions about how IT affected different facets of business performance and operations. But it's crucial to keep in mind that these findings are based on a sample of 1200 people from Hong Kong, and it's unclear if these results apply to other populations or geographical areas. Furthermore, the survey data represents a moment in time, and it would be helpful to have a longer-term perspective on the matter to determine whether these opinions have held true over time.

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