

## INFLUENCE OF SOCIAL MEDIA MARKETING STRATEGIES IN NICHE START UP MODELS: A CONSUMER STUDY ON FASHION BRANDS

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### ABSTRACT

*Over the time, social media has begun to influence and develop a variety of different industries in the modern world, with accessibility to large no of people, of all ages, at one time. Social media has had a large influence on 3trillion – dollar fashion industry helping to promote products and boost their sales. Most recently, the fashion industry is seeing a major shift in its inspiration for marketing strategies, all thanks to social media and blogging sites like Face book, Twitter, Tumblr and Instagram. The study is to understand the influence of social media in Net- a-Porter preferences. The study analyzed 111 data samples from different age groups through convenient sampling technique. The samples were derived from responses to 20 questions in a survey. The data analysis included univariate and bivariate statistical analysis including Percentage and Anova.*

**KEYWORDS:** Social Media, Marketing Strategies & Fashion Brands

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