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Buzz Marketing And Men Consumption Of Trendy Clothing In Anambra State

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ABSTRACT
The study investigated the buzz marketing and men consumption of trendy clothing in Anambra State. The specific objectives of the study were to determine the relationship between buzz campaigning, on-line buzz marketing, offline campaigning buzz marketing, prompting through a famous blogger buzz marketing and rumour spreading buzz marketing on men consumption of trendy clothing in Anambra State. Relevant conceptual, theoretical and empirical literatures were reviewed. The study was anchored on Uses and Gratifications Theory. Survey research design was adopted in this study. This study was carried out in Anambra State. The population of the study was infinite (not known). Cochran's formula was employed in determining the sample size of 384. Questionnaire was employed as the instrument of data collection. The researcher used face and content validity in this study. The reliability of the instrument was established through test re-test method. Cronbach alpha correlation was used to test for internal consistency of the research instrument. Frequency table, percentage and Pearson product-moment correlation analysis were employed in analyzing the data. The study found that buzz campaigning, on-line buzz marketing, offline campaigning buzz marketing, prompting through a famous blogger buzz marketing and rumour spreading buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State. The study concluded that concludes that buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State. The study recommends among others that Buzz marketing campaign should match the viral created by the companies. Buzz marketing companies should make use of multiple online channels for optimizing the outcomes of your buzz marketing campaign. Companies using offline buzz marketing should basically to stand out among the crowd. Prompting through a famous Blogger buzz marketing should be directed towards the virtualization of your campaign. Rumour spreading buzz marketing should known that it is essential for the companies product matches the expectations of your consumers and satisfies them.
Keywords: Buzz Campaigning, On-Line Buzz Marketing, Offline Campaigning Buzz Marketing, Prompting Through Famous Blogger Buzz Marketing

INTRODUCTION

Buzz Marketing is a viral marketing concept that tries to meet customers who seem to be different, with automated data exchanges as opposed to an organized marketing platform presented by professional advertisers (Rosen 2020). Buzz's advertising campaigns are designed to be the most historic in history. The advertiser makes the product information available to only a few people in the target audience, and then creates an outstanding oral campaign where consumers are influenced by the placement of those who already know and voluntarily voice the word to their closest friends. This is done by intentionally seeking out close conversations influences. Rosen (2020) explained that in buzz marketing, people don't only

receive information through mass media, but they interact and exchange information. An individual feels more addressed if recommendations are made from his network instead of getting it from a mass media. Cherkoff (2015) gave a nod on this when he asserted that individuals today prefer interacting with the source of the brand and having an experience with the brands instead of only reading about it. More so, people are now known to be in the habit of sharing their experiences (Balter 2014).

Buzz marketing is a promotional posture that is focused on maximizing word-of-mouth of a product or phenomenon in a viral way via technology, whether through personal conversations or on larger scale discussions on social media platforms. It is the practice of drawing influencers and connectors, people who have lots of contacts in different circles. These people can be experts, members of the press, politicians, celebrities, or well-connected customers that others rely on for information. Unlike WOM, whereby opinion leaders are self-motivated because of their knowledge of a brand, those spreading buzz may or may not be experts, and are spreading buzz on varying things that are introduced by marketers and the media. For buzz marketing to succeed, technology is critical for the brand message to go viral (Mohr 2017).

A study by the Royal Mail (2014) to determine which information sources made people 'more comfortable' with a product, found that a recommendation from a friend was at the top of the list (76%), even above the person's own past experience (68%). Word-of-mouth marketing therefore seems to be an appropriate tool to overcome advertising clutter. Although this study reveals the effect of organic word-of-mouth, it can be accelerated by 'manufactured' word-of-mouth which is referred to as buzz marketing. Buzz marketing tries to capture attention of consumers and the media to the point where talking about their brand becomes entertaining, fascinating and newsworthy (Oosterwijk & Loeffen, 2015). Currently the term buzz marketing is frequently used among marketers and seems an appropriate substitute or addition to traditional marketing tools (Oosterwijk & Loef-fen, 2015).

When you plan to run a buzz marketing campaign, your primary means of communication are your consumers. You need to incorporate a communication strategy that focuses upon your target audiences, and let them be aware of the hype that your product or service has. When you are running a buzz marketing campaign, it is essential that your product matches the expectations of your consumers and satisfies them. When the product matches the real buzz, it helps in increasing the market presence and credibility more effectively. When you launch a product and create a buzz around the same, you need to ensure that your product is better than your competitors, or your product has some uniqueness that differentiates it from other existing products.

Men consumption of trendy clothing according to the title of a study on gender behaviour conducted by the Verde Group (2017). The study determines that gender differences in consumer behaviour are significant, and that they are even greater when understood in conjunction with age (Verde Group, 2017). There is a difference in consumption expenses between the genders, reflected in the total revenues in for menswear which were compared to womens wear (Euromonitor International, 2015). However, the sales in menswear shows a tendency to grow, according to Euromonitor International (2015) men consumption of trendy clothing in 2014 had a higher growth. The apparel buzzing market for men consumption of trendy clothing had a compound annual growth rate of 0.1% and a compound annual growth rate of 0.5% between 2014 and 2021.

This tendency of growth is even stronger in Nigeria (Anambra State), as the annual report shows, the value of sales of menswear in Anambra grew by 3 % in 2016. A reason for the growth is the continued increasing interest among h men in fashion and their own physical appearance. The relatively men consumption of trendy clothing in Anambra economy and the increased disposable income also helped to increase the demand for menswear in 2014-2021. Men consumption of trendy clothing in Anambra state is expected to continue to increase at a higher rate during the next years (Euromonitor International, 2017). However, even if the consumption of men of trendy clothing has increased, the total revenue is still higher (Fashion United, 2015). According to Underhill (2019) there is a conventional wisdom that men do not like to shop and consequently do not shop as much as women. Smith (2016) states, that men long time preferred quick and targeted shopping trips. However, the consuming behaviour of men regarding trendy clothing has changed. At least for the past, men consumption of trendy clothing is not consequence not

connected to men (Edwards, 2016). Nevertheless, Otnes and Mcgrath (2001) stated that men consumption of trendy clothing is no longer seen as a prerogative and that this improves the self-esteem, self-expression as well as confidence of men. Men nowadays buy clothes on impulse, scan websites for style ideas, try new brands and orient themselves on trends (Smith, 2016). There is a shift in men's shopping behaviour, they shop more like women do, which is according to Smith (2016) an important moment in men's fashion.

Running a buzz marketing campaign that can help you overcome the competition in your target marketing is quite essential here. When you are running a buzz marketing campaign, you need to support it with some other powerful means that can visualize your campaign and widen its reach by penetrating more favorable markets. You can use advertisements, referral campaigns, social media campaigns, influencer marketing, etc. for making your buzz marketing to be viral. Marketing experts recommend the use of multiple online channels for optimizing the outcomes of your buzz marketing campaign. Using online advertising and marketing tactics will be quite useful in boosting the conversions of your buzz. You can use content marketing, email marketing, online advertising, social media marketing and advertising for increasing the virality of your buzz marketing. Therefore the study seeks to investigate the relationship between buzz marketing and men consumption of trendy clothing in Anambra State.

Statement of the Problem

Existing studies have focused on the man clothing of Nigeria in terms of the challenges, opportunities and future goals of the buzz marketing (Kazmi and Takala, 2014; Ahmed, 2012; Mughal and Chaudhary, 2014). However, these studies lack evidence and data regarding the use and prevalence of buzz marketing in the luxury men fashion industry of the country. Economic crises in Nigeria have significantly affected organisations in a negative way and many are unable to promote their products. Some have become bankrupt due to a lack of resources, raw materials and modern machinery. They have therefore struggled with manufacturing and production processes (Adelsarbanlar & Khoshtinat, 2016). In this regard, buzz marketing has been considered as the best way of increasing awareness of organizations and brands. However, the lack of academic contributions to analyse the field of buzz marketing in the men fashion industry of Nigeria leaves room for a unique research problem to be investigated. Being Africa's largest consumer market, Nigeria is seen as the next frontier for men clothing (Tania, et al 2017). In the midst of the economic downturn that has cast a different light on the prospects of the pharmaceutical industry, Nigeria still offers an attractive opportunity for firms that have realistic expectations together with the ability to tailor creative strategies in the local context that suits patient's journeys.

The unconventional nature of buzz marketing erects a number of issues that can pose challenges that evolves from the very advantages it offers (Shahriar & Taufique, 2010). Ensuring effective reach and exposure of communication efforts among the targeted consumers is the first and foremost challenge to be faced by the marketers. Accommodating and directing sufficient information towards the consumers is also a great challenge for the marketers. Reliability is a constant challenge for the marketers on the buzz marketing. The marketers must convince the consumers about the reliability, trustworthiness and factuality of the information posted on their groups, better if with empirical evidences. Ensuring participation of all the prospective users is also a significant challenge for the buzz marketing initiatives made by the marketers. Without active participation of users, these initiatives would not be strong enough to create an effective buzz, thus secure positive preference of the target market. Interactivity and convenience of the users must also be ensured in the sites intervened by the marketers so that sufficient and spontaneous creation and exchange of information takes place among the users, which would amplify the buzz and ensure its sustainability. Managing opinions given in the marketing are mostly out of control of the marketers but have significant impact on user attitudes and preferences. The marketers, hence, should constantly keep trying to encourage the contributors to post positive opinions through providing them with better services.

The other mentionable challenges for the Buzz marketing are to increase the participation level of the consumers and contributors, periodically updating the contents and information on the pages and devising newer ways to attract and retain visitors to their online communities. These challenges that must be met properly or else buzz marketing can rather become an online runaway train that would go nowhere else

than disgrace for the firms and their offers. Interpersonal communication in this process lacks control this makes the whole process less trustworthy. The investment is required for goods and distributions, hence financial stability is needed. It isn't effortless to make the product go viral in the process. Hence it is a complicated process. The dependency on the customer increases for the sale of the products and services. Therefore the investigate the relationship between buzz marketing and men consumption of trendy clothing in Anambra State

Objectives of the study

The broad objective of the study is to investigate the relationship between buzz marketing and men consumption of trendy clothing in Anambra State. The specific objectives seek to:

1. Examine the relationship between buzz campaigning and men consumption of trendy clothing in Anambra State
2. Investigate the relationship between on-line buzz marketing and men consumption of trendy clothing in Anambra State
3. Determine the relationship between Offline campaigning and men consumption of trendy clothing in Anambra State
4. Ascertain the relationship between using influencer or prompting through a famous Blogger and men consumption of trendy clothing in Anambra State
5. Evaluate the relationship between rumour spreading and men consumption of trendy clothing in Anambra State

Research Questions

The following research questions guided this study.

1. To what extant does buzz campaigning relate with men consumption of trendy clothing in Anambra State?
2. How does on-line buzz marketing relate with men consumption of trendy clothing in Anambra State?
3. what is the relationship between offline campaigning buzz marketing and men consumption of trendy clothing in Anambra State?
4. To what extant does prompting through a famous Blogger buzz marketing relate with men consumption of trendy clothing in Anambra State?
5. What is the relationship between rumour spreading buzz marketing and men consumption of trendy clothing in Anambra State?

Hypotheses

The following hypotheses stated in null form guided this study.

Ho_1: Buzz campaigning has no positive significant relationship with men consumption of trendy clothing in Anambra.

Ho_2: On-line buzz marketing has no positive significant relationship with men consumption of trendy clothing in Anambra State

Ho_1: Offline campaigning buzz marketing has no positive significant relationship with men consumption of trendy clothing in Anambra State

Ho_4: Prompting through a famous Blogger buzz marketing has no positive significant relationship with men consumption of trendy clothing in Anambra State.

Ho_5: Rumour spreading buzz marketing has no positive significant relationship with men consumption of trendy clothing in Anambra State.

REVIEW OF RELATED LITERATURE

Conceptual Framework

Buzz Marketing

Though young, the concept of buzz marketing has acquired attention of scholars from all around the discipline, mostly due to it's rather 'off the track' nature. As a result, different ideas and definitions exist about buzz marketing. Greg (2014) defined buzz marketing as, the amplification of initial marketing efforts by third parties through their passive or active influence. Whereas, WOMMA (2004) defined the same as using high-profile entertainment or news to get people to talk about your brand. Apart from

attribute based definitions, Hughes (2014) defined buzz marketing on its functional characteristics as: Capturing attention of consumers and the media to the point where talking about your brand becomes entertaining, fascinating, and newsworthy; A conversation starter". According to Search CRM.com (2010), buzz marketing is a viral marketing technique that attempts to make each encounter with a consumer appear to be a unique, spontaneous personal exchange of information instead of a calculated marketing pitch choreographed by a professional advertiser. Historically, buzz marketing campaigns have been designed to be very theatrical in nature. The advertiser reveals information about the product or service to only a few "knowing" people in the target audience. By purposely seeking out one-on-one conversations with those who heavily influence their peers, buzz marketers create a sophisticated word-of-mouth campaign where consumers are flattered to be included in the elite group of those "in the know" and willingly spread the word to their friends and colleagues. By looking at the above definitions, we can form an understanding that buzz marketing is when consumers talk about the brand to other consumers. In other words, buzz marketing is nothing but word-of-mouth communication. At this point, confusion might arise whether there is any difference between buzz marketing and word-of-mouth marketing.

Buzz marketing is a part of a communication process between a company and a customer, and it is difficult to provide unambiguous definition. In the subject literature buzz marketing is also called Word of Mouth Marketing (WOMM). The lack of a clear definition of the process components causes that buzz marketing is defined as providing consumers with topics of conversation relating to the company's off er and skillful prompting of this kind of communication (Sernovitz, 2011). Both prompting and delivering information as messages can be divided into two groups (Pilarczyk, 2011) face-to-face buzz marketing – information and messages are passed on through direct contact, on-line buzz marketing –sending information and messages through the Internet or mobile devices such as mobile phones. Buzz Marketing is a promotional tool aimed at increasing verbal communication through technology, in personal conversations or in large collaborations on social media. According to WOMMA (2015) buzz marketing is defined as "Using high entertainment or news to get people to talk about your product". Compared to traditional advertising, buzz marketing has emerged as a more efficient and less expensive tool in this connection period (Ahuja et al., 2007). Conducted orally (WOM), buzz marketing involves a process in which actions and attitudes are influenced by others. By using technology in a creative manner, people are drawn into talking, sharing, and spreading messages about brands to the extent of making such messages to be viewed as fascinating, entertaining, and even newsworthy. This tool makes the communication appear dramatically different from the norm and as it turns out to be an amusing experience to share.

With this, creating interesting, enjoyable, intelligent and catchy messages that will make WOM spread quickly so as to create a buzz becomes vital. According to Mohr (2007), smart marketing and digital tools are required if messages must go viral. While buzz marketing can primarily be used for any brand, having something exciting to start with will help greatly. In a case where a brand is truly innovative, visible, original, well connected to target audience, there will automatically be a need to talk about it.

Buzz marketing can also be defined as "a technique formerly known as street marketing which aims at promoting products in a bid to initiate a word of mouth while focusing on a large population" (Chebli & Gharbi, 2013). Buzz marketing is seen to be a good alternative to war trust in a world where a growing number of consumers are beginning to belittle the regular advertisements. According Belyh (2015), buzz marketing recently appeared on the internet and has gotten an exponential spread. It is hinged on verbal exchange making a buzz around a product or a happening (Bhasin, 2020), and permits fast diffusion and mass information that will in this way be transferred by consumers. It can also be viewed as a point of basic communication, that helps in drawing or inducing the attention of the target audience and completely including potential consumers and turning them into actors of the brand themselves.

For buzz marketers, it is evident that following the core competencies of the organization so as to deliver clear messages to customers is vital. They strive for good results and business associations instead of the big sales immediately expected by traditional marketers. They believe that each new association may eventually lead to several sales. The unique aspect of buzz marketing is that, instead of forcing messages and products to the audience, they are provided with knowledge, guide, and ideas. This makes the

customers desire the campaigns. Sometimes buzz marketing does not even look like marketing to customers since they experience no irritation by it.

According to Thomas (2014), buzz marketing can be defined as "the amplification of initial marketing efforts by third parties through their passive or active influence". The third parties are not just consumers but also media outlets among others. Kraus et al., (2010) made clarifications on the opportunities media offer for buzz marketers by revealing that "buzz is not only initiated by media campaigns; media coverage itself is a part of buzz. In the ideal case, a cleverly designed buzz marketing action is covered by the media and further distributed at no costs for the marketer". Buzz marketing makes conversations unique and different from everyday conversation by commercializing WOM communications.

Buzz marketing can also be viewed as a conscious marketing activity geared towards reaching consumers directly, apparently unintentional manner, and bringing positive relationship with the offering. It is considered in the text of the article as "a skilled and well-thought-out interpersonal relationship" (Rosen, 2018). Buzz marketing is the implementation of a planned action to advance the cause of mouth. We retain the definition of Morrisey (2017): "The buzz marketing is like a virus, it is ideally spread with a predefined target which will relay the message to the people who love surrounding the same products and services that carry the message." Gicquel (2016), defines the buzz marketing as a technique formerly called "street marketing", it aims to promote products and services in public places in order to develop a "word of mouth" with a large population focused.

According to Billon and Tardieu (2022), buzz marketing is based on word of mouth creating a buzz around a product, service or event. It allows rapid diffusion and mass information that will subsequently relayed by consumers. Buzz marketing is considered as a vector of initial communication, interactive, attracting the attention of the target and fully involving potential consumers becoming actors themselves of the brand. We distinguish the buzz online marketing which is also known as "viral marketing" which, thanks to the development of the Internet within social networks to generate word of mouth and powerful electronic and Internet users become vectors of the trademark or service. Preece (2012), mentioned has two main advantages for brands and companies that implement's.

1. Buzz Campaigning

Campaigning is one of the oldest Buzz marketing methods. It is done by sponsoring some events or creating their game to prompt their product. Campaigning is done on sponsoring something that is always an option, but there will always be an event launch to launch their product. In which the company will explain its product, product specifications, and advantages. It considered crucial for their product promotion to creating an eagerness in people's minds to buy their product. Campaigning that has the potential to gain the attention of the mass and also providing the essential information regarding the product will certainly be contributing to create a buzz and thus make the marketing of the product more effective than traditional marketing. For this, at first, the marketers should try to find out the ongoing trends, especially among the youths and do something creative based on the findings. The audience must see something interesting and out of the box type of ideas during the campaigns, and ultimately, what we can expect to happen through these campaigns, is that people will try to be a part of the hype that will have already been created and inform others about it as well.

2. **Online campaigning:** Online campaigning has also become an essential method for Buzz marketing. The world is online nowadays, so it has also become a necessary platform for campaigning their product. The company will post an advertisement online at all the social media platforms to create talks about their products. I think it is the method that all the companies use nowadays to create a buzz about their product. For example, did you remember the advertisement of Vivo Apex. That was the first mobile phone advertisement to create a buzz about all display or full display mobile phone.On-line buzz marketing is a broad concept since it exists in all forms in hypermedia environment, i.e. in a Web 2.0 environment, in instruments of marketing communication present on the Internet, as well as in instruments which take advantage of mobile technologies. On-line buzz marketing is all about sending information and messages through the Internet or mobile devices such as mobile phones. Buzz is widespread on Internet forums, in blogs, messengers and in social media. The Internet is a medium of viral marketing, which refers to spreading interesting content, links,

films or audio files and sending them to other user. On-line buzz marketing should be analysed from a completely different point of view. Most of all, a distinction between buzz marketing and buzz should be made. This segment requires a great amount of concentration, considering the fact that the online presence of people is increasing day by day in an exponential manner. Since a huge part of the overall audience will be staying online for quite an amount of time, the marketers need to capture this customer segmentation and design marketing campaigns according to it.

3. **Offline Campaigning buzz marketing:** Offline campaigning is prompting a product, employing person to person communication. This method consists of services like customer care, feedback, and so on. This method will give satisfaction in the consumer mind that their product is safe, and it also helps the company to improve the product to the next generation based on the customer reviews, and the customer needs (Rosen, 2018). This method is followed in all the companies as mandatory to connect themselves with the customers. Face-to-face buzz marketing is mainly getting people talk about particular products, brands or trends in a particular environment aimed at boosting sales. Face-to-face buzz marketing is not an innovative technique. Conversations, recommendations and opinions about products and brands are intrinsic to human communication. Buzz is an inherent feature of humans and thus it cannot be affected by any company.

It is not governed by any rules, because it refers to genuine/real conversations between consumers (Sernovitz, 2011). Converting buzz into buzz marketing enables companies to undertake deliberate and conscious activities, which will produce the desired result.With the rise of digital tools, buzz marketing has evolved into a viral marketing technique that maximizes the word-of-mouth potential of a particular brand campaign via technology, whether through conversations or larger scale discussions on social media platforms (Waqas, 2018) . However, for buzz marketing to be implemented successfully, there must be more than just getting people to talk about a brand. A question, for example, is why certain brands are more buzz worthy than others, both right after people first hear about them and in the months that follow.

While executing online campaigns, don't get too much easy with that since you still have an audience who might not be a part of the virtual world (Parmjit, 2017) . So, to serve these offline customers in the right way, you have got to take some measures. What you can do in this situation is introducing a totally different type of strategy to market the product like arranging a musical, flash-mobs, street-drama and so on. The motive is to attain attention and to do it, you have to come up with something different. Also, apart from doing the marketing activities, you can try to get some customer feedback in a person to person conversation, which will obviously make the customer feel special and attracted to your brand.

4. Prompting Through a Famous Blogger

It also creates a buzz of a product because the influencer or blogger will explain the features of that product very clearly. If a person is waiting for a product to be launch, then watching their favorite blogger to blogging the outcome of that product will also give them excitement to buy that product (Thomas, 2014). It can even convince consumers to buy that product. The video or written blog released by that blogger can reach many customers, and that helps to create a buzz about that product (Thomas, 2014). For example, unboxing of phones or review about the new products is an example for the famous bloggers who blog about products that are going to be launch or blog about product features after its launch. It is the easiest way for the company to reach its customers. Influencers also play a significant role in informing their followers about any new product launch. Affiliating with the influencers and famous bloggers will be helping a lot with your buzz marketing activities (Sorokin, 2012). The influencers always have a certain follower group and people belonging to that particular group are always interested to know which product the influencer is using, which service is being used by him/her. Now in such a situation, if you can manage an influencer to advertise your product by using it and telling the followers about the features, then chances are there that this will make the buzz more effective and a huge number of people will be interested in the product, they might even turn into potential buyers and customers (Farquhar, 2019). Just like the influencers, there are some bloggers who achieved huge publicity among people. You might want to offer these bloggers your products to use and share the experience in their blogs. When the blogger will incorporate the product and the name of your brand in his/her blog, it will

absolutely gain lots of attention from those who are readers of the blogger (Farquhar, 2019). Thus you can manage to reach a great number of customers and let them be a part of your buzz marketing.

Rumour Spreading Buzz marketing: Buzz marketing is a form of creating rumors and using them as a tool to fight competition. You can spread both good rumors about your own products and negative ones about rivals. It works in your favor if what you say is true in both cases (Niederhoffer, Mooth, Wiesenfeld, & Gordon 2017). Buzz marketing is not only done by creating leverages but also by creating rumors about other products. Rumors about other product can also create a buzz which will automatically make us buy the competitive company product to that rumor product (Niederhoffer, Mooth, Wiesenfeld, & Gordon 2017). For example, if a mobile phone company has rumors that their security is weak, and the company has less protection so that hackers can hack the users' data of that company. Rumour Buzz marketing is the oldest media in the world (O'Lear, & Sheehan 2018). It's a rumor that runs, spreads and carries an idea or a "what's being said", which it is difficult to know what is true and what is false. A marketing campaign based on the natural character of rumor plays as a virality, and spread quickly on a large scale. Its objective is to transmit unverified and sometimes unverifiable information to create a viral effect with the target (O'Lear, & Sheehan 2018). . A questioning phenomenon will arise and intrigue the public concerned on social networks. The brand will then benefit from the rumor, will enjoy a resonance and an increased notoriety once the reveal is announced, if any. Rumour is a mean of communication that feeds on word of mouth, and which can take on a very large scale. This method will give your brand a strong amplification with the target and a virality on social networks when the message is adapted and efficient. Social media are volatile and difficult to control, it is this effect that rumor marketing is looking for, a propagation of information to make it one of the most shared topics that will promote the success of an original advertising campaign to achieve the greatest diffusion of your advertising message or the expected objectives (O'Lear, & Sheehan 2018).

Buzz marketing is a form of creating rumors and using them as a tool to fight competition. You can spread both good rumors about your own products and negative ones about rivals. It works in your favor if what you say is true in both cases (Oliveira-Castro, Foxall, James, Pohl, Dias & Chang 2018). Buzz marketing can be a useful tool to fight competition. After all, you can spread both good rumors about your own brand and bad rumors about someone else's. It especially works to your advantage if the information is true (Oliveira-Castro, Foxall, James, Pohl, Dias & Chang 2018). Unfortunately, it is difficult to provide a good example because well-run rumors about a competitor should not lead directly to your brand. Therefore, the main condition should impact a direct competitor.

Consumption Trend of Men Clothing

The men consumption trending clothing elite was as extravagant as the females from the mid-fourteenth century until the late 18th and early 19th centuries, until The Great Masculine Renunciation, which influenced men to abandon embellishment and exclusiveness for a sober, plain costume to leave vanity to women and be unconcerned with their appearance. According to McNeil and Karaminas (2009) as well as Shannon (2016) fashionable lacy cuffs and collars, powdered wig and rouged faces, delicate stockings and slippers became distasteful. Flügel (2014) stated that men in the 19th century needed to be either dressed correctly or in good taste, all originality or beauty in clothing. Additionally, Flügel (2014) stated that the Great Masculine Renunciation worked to minimize the desire of men to look extravagant, luxurious and attractive through their clothing, instead men found alternatives for showing off, as example through sports and their possession. However, men continued to express a desire for personal expression or self-display through men consumption trending clothing choices. This is supported by the fact that the 19th century's fashion record reveals several popular trends and ever-changing styles for men consumption trending clothing (Shannon, 2016). Therefore, the belief of The Great Masculine Renunciation that from this time cut and fit became more important than beauty of men's dress, hides a more complex reality (Wilson, 2013). It can also be supported by the new fashion phenomena among men which appeared in the late 18th and the early 19th century called dandyism.

There are different criteria based on which men choose their clothes on a daily basis. According to Skov (2010) the main criteria for the choice of picking clothes on a daily basis are a decision based on the weather, social occasion and availability of the clothing. Crain (2014) states that style is not as important

as fit and comfort for men's dressing criteria (Craik, 2014). There are also different criteria which are taken into account when purchasing clothing. Strähle and Hauk (2017) point out that the most important buying criteria for men trending cloth are fitting, quality and the visual appearance of the garment. Further, price and sustainable criteria are relevant (Strähle and Hauk, 2017). Wuest et al. (2018) states that men consumption trending clothing oriented and with strong aggregate spending. According to Solomon and Rabolt (2019) men consumption trending clothing are interested in brands. Fishman (2016) stated that men consumption trending clothing are brand loyal and brand names mean a valid quality and acceptance by their peers to them. Skov (2010) pointed out that there has been a significant development in men consumption trending clothing in Nigeria. Particularly in Anambra State, Nigeria designer brands such as Okeyson , Mosaka and Blad designer have a strong base. According to Salomon et al. (2010) men consumption trending clothing often motivated by their desire to be in fashion. Smith (2016) stated that men nowadays buy clothes on impulse. Jackson and Shaw (2009) further stated that age is an important part of men consumption trending clothing identity and their choices. Solomon (2010) pointed out that men consumption trending clothing's are more likely to have things in common with other consumers of the same age group. Technology is considered as one of the most important influences for the motivations and behaviour for men consumption trending clothing (Yarrow & O'Donnell, 2019).

Theoretical Foundation

This study is based on The Uses and Gratifications Theory (U&G Theory)

This theory was developed by Elihu Katz and Jay Blumler in 1974. It focuses on interactive communication as emphasis is laid on the sender and the message. This theory is used to understand different media ranging from newspaper to internet, and motivations for using a media. It focuses on individual's use and choice of media, it sees individuals as purposive and active, and that they select media basis of their needs. It seeks to know the reason behind people's attention to media contents and what they derive from it. The theory shows that motivations influence individual behavioral intention through attitude, and consumer needs and motivations induces message virility (Jensen, 2011). When individuals are faced with different media choices, they tend to choose the ones that gratify their needs the best, especially for core needs like getting information, entertainment, and social interactions. Today, the significance of uses and gratifications theory is made bare by the appearance of computer-mediated communication.

When there is a good match between media and content to motivation, consumer needs and interest can be met better since the traits of individuals have an influence on their habits of media use as well as attitudes and expectations about the benefits presented by the media. Blumler and Katz, 1974 emphasized that this is a determinant of media choice and consumption. The understanding of the motivations that drives consumer behaviors will help marketers seek effective messages that can please targeted or desired motivations and thereby influence forwarding behaviors that will birth positive brand performance on the long run, given that the content of the viral marketing campaigns may likely encourage transmission and consumers may vary in their motivations to pass on buzz marketing campaigns.

Empirical Review

Goodie (2022) determined buzz marketing and brand performance of pharmaceutical companies in South-South, Nigeria. Data for the study was collected through questionnaire from the sixty (60) respondents, however, fifty four (54) of the distributed copies of questionnaire were valid and used for the analysis. The hypotheses were tested through Spearman Rank Order correlation coefficient. The findings revealed that, there is a significant relationship between buzz marketing and brand performance. A significant and positive relationship also exists between buzz marketing and measures of brand performance. Based on that, the study recommends that, companies should include buzz marketing techniques in their marketing plan so as to make improvements in their brand performance.

Waqas, (2018) investigated the influence of buzz marketing on consumer purchase intention in the Pakistani luxury fashion industry. Existing studies have focused on the textile industry of Pakistan in terms of the challenges, opportunities and future goals faced by this industry. However, these studies lack

evidence and data regarding the use and prevalence of buzz marketing in the luxury fashion industry of Pakistan. This research focuses on the process through which attitudes and intentions form and evolve over time by providing evidence. The primary objective of this research is to provide insights into the psychology of fashion consumers. As such a sample population of students was accessed to measure their opinion of fashion. College students are important market segments who are highly active on social media. Hence, their unique characteristics, attitudes and behaviours towards fashion and fashion brands were expected to yield different results to studies of general consumers. Semi-structured interviews were conducted.

Joanna(2012) examined the Strategies for choosing influential in buzz marketing. Present-day economy transforms profound changes, which are influenced by growing competition and opportunities of new technologies. One of the most important goals which the modern companies pursue is to find the right way of effective marketing communication with customers. Th e aim of this article is to analyze how to mark out, both in real and virtual world, these individuals who find it enjoyable to spread information about a brand and a product, and who are willing to share their opinions with other market participants, and whose recommendations help businesses accomplish their marketing objectives as well as conduct effective activities.

Chebli and Gharbi (2013) examined the impact of the effectiveness of a buzz marketing campaign on the image, awareness and purchasing decision: The Moderating Role of Involvemen devoted to the study of buzz marketing, a concept that is in expansion in the present advertising landscape, to study its relevance and importance in corporate advertising communication. The object of this communication is to contribute to the comprehension of the effectiveness of a buzz marketing campaign, to determine its contribution to advertising and to analyze the relationship between the brand and the consumer. We also propose an abstract model to establish an explicit and a direct connection between buzz marketing and the variables that measure its effectiveness. We examine the moderating role of involvement on these variables. The review of the literature of this present research demonstrates that the effectiveness of buzz marketing will be analyzed through the main objects pursued by companies usually namely: image to the brand, awareness to the brand and purchasing decision.

Khan and Faisa, (2017) study online social media as a driver of buzz marketing. Using Buzz Marketing' is an alternative strategy of creating preference and demand among prospective customers. Though given caution, this geometrically progressive marketing strategy offers significant opportunities for firms. The popularity of online social media adds a new dimension of buzz marketing, as these social net-working sites accommodate a massive exchange of views among the users. Companies planning to use online social media as a driver of their buzz marketing efforts inevitably face the challenge of acquiring favorable response from a versatile and almost uncontrollable mass of users. Hence, profiling the users of social media is valuable. This study examines the users of online social media and creates profiles of these "buzz riders." Qualitative in nature, this study also proposes strategic implications for the different categories of online social media users to elicit positive responses of the buzz marketing efforts of the companies.

Summary and Gap in Literature

The literature review covered three important segments namely; review of relevant concepts, related theories, theoretical exposition and review of empirical studies. Under the conceptual framework; concepts of buzz marketing, n-line buzz marketing, offline campaigning buzz marketing, prompting through a famous blogger buzz marketing and rumour spreading buzz marketing and men consumption of trendy clothing were reviewed. Under the related theories, The Uses and Gratifications Theory were adopted and related to the work. The theoretical exposition covers the relationship between the variables used in the study. Also, related empirical studies were also reviewed

There is no much existing empirical studies on buzz marketing and men consumption of trendy clothing in Anambra States. The empirical studies revealed that no study on buzz marketing has been examined in relation to men trending clothing in NIgeria. Chebli and Gharbi 2013; Iris, 2017 Khan and Faisa, 2017, Rosen, 2018, Penenberg, 2019 studied on buzz marketing on consumer purchase intention but ignoring

men consumption of trendy clothing. The few studies that covered buzz marketing was on consumer purchase intention and were done in an environment outside Nigeria. Similarly, no recent study has covered the buzz marketing and men consumption of trendy clothing in Anambra States thereby revealing a knowledge gap. Hence, this study will examine relationship between buzz marketing and and men consumption of trendy clothing in Anambra States

METHODOLOGY

The study adopted survey research design. Survey research method involves collecting data in order to test hypotheses or answer research questions concerning the current status of the subject of the study. Thus, this approach was adopted because it seeks to describe the situation as it was with regards to celebrity endorsement and consumer purchase of electronic products. This study was carried out in Anambra State. Anambra state has three major cities namely Onitsha (commercial hub of the state), Nnewi (industrial hub of the state) and Awka (the state capital). This study was carried out in these cities. Only the customers of men trendy clothing were studied. The population of the study was the men consumption of trendy clothing in Anambra State. There was no official record on the actual number of men of trendy clothing in Anambra State, hence the population of the study was infinite (not known). The sample size was 384 using statistical formula devised by Cochran since the population of the study is unknown. The study made use of primary sources of data. Primary data were gathered through questionnaire containing close ended questions. The researcher used face and content validity in this study. The reliability of the instrument was established through test re-test and Cronbach alpha. Cronbach alpha correlation was used to test for internal consistency of the research instrument. On the average, the coefficient value of 0.81 obtained proved the dependability, appropriateness and reliability of the measuring instrument for the main survey. The Statistical Package for Social Sciences (SPSS) version 22 was used to process the data to get inferential results while excel was used to present descriptive results. This involves descriptive statistics and inferential Pearson product-moment correlation analysis. Descriptive statistics, such as simple percentages, frequencies, mean scores and standard deviation was used to answer research questions, while the inferential statistics which involve regression analysis was used to test the hypothesized relationship between the dependent variable and the independent variables. P value was considered at 0.05 level of significance.

PRESENTATION AND ANALYSIS OF DATA

The presentation and interpretation of data were based on the questionnaire administered to, and retrieved from users of men consumption of trendy clothing in Anambra State. A total of three hundred and sixty-eight (368) copies of questionnaire were distributed. 350 copies were properly filled and the remaining 18 were not returned. 203(58%) of them were males while 147(42%) were female participants. This implies that, the number of male users of e-government service portals, who find the services quite useful is greater than their female counterparts. In other words, the level of awareness and internet orientation of the males is higher than that of female users of e-government service portals.

Testing of Hypotheses

Hypotheses' testing is necessary in order to ascertain the authenticity or negativity of the assumption or claims made by the researcher before the actual investigation was carried out. As earlier stated in chapter three, the statistical tool adopted for testing the hypothesis formulated for the study is Pearson Product Correlation Method.

Hypotheses One

H_0: Buzz campaigning has no positive significant relationship with men consumption of trendy clothing in Anambra.

H_{01}: Buzz campaigning has a positive significant relationship with men consumption of trendy clothing in Anambra.

Table 1: Result of Pearson product-moment correlation analysis between Buzz campaigning and men consumption of trendy clothing

Correlations

		Buzz campaigning	Men Consumption of Trendy Clothing
Buzz campaigning	Pearson Correlation	1	.769**
	Sig. (2-tailed)		.000
	N	350	350
Men Consumption of Trendy Clothing	Pearson Correlation	.769**	1
	Sig. (2-tailed)	.000	
	N	350	350

****. Correlation is significant at the 0.01 level (2-tailed).**

Source: Field Survey, 2022

Interpretations

Table 1 presents result of Pearson Product Moment Correlation (PPMC) test on the relationship between Buzz campaigning and men consumption of trendy clothing. The correlation result in table 1 is consistent with the a priori expectation of positive relationship between the variables. The correlation table revealed that there is a strong and significant positive relationship between Buzz campaigning and men consumption of trendy clothing ($r = 0.769$, $p<0.05$). This implies that Buzz campaigning helps to increase men consumption of trendy clothing. Therefore, the finding indicates that Buzz campaigning has a positive significant relationship with men consumption of trendy clothing in Anambra. Based on this result, the null hypothesis one (H_{01}) which states that Buzz campaigning has no positive significant relationship with men consumption of trendy clothing in Anambra state, Nigeria is hereby rejected.

Hypotheses 2

H_{02}: On-line buzz marketing has no positive significant relationship with men consumption of trendy clothing in Anambra State

Ho_2: On-line buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State

Table 2: Result of Pearson product-moment correlation analysis between on-line buzz marketing and men consumption of trendy clothing

Correlations

		E-ease-of-use	Men Consumption of Trendy Clothing
On-line buzz Marketing	Pearson Correlation	1	.790**
	Sig. (2-tailed)		.000
	N	350	350
Men Consumption of Trendy Clothing	Pearson Correlation	.790**	1
	Sig. (2-tailed)	.000	
	N	350	350

****. Correlation is significant at the 0.01 level (2-tailed).**

Source: Field Survey, 2022

Interpretations

The correlation in Table 2 shows that On-line buzz marketing has a positive significant relationship with men consumption of trendy clothing. The Pearson's product moment correlation coefficient values reveal a strong positive and significant correlation between On-line buzz marketing and men consumption of trendy clothing ($r = .790$, at $p<0.05$). This implies that an increase in on-line buzz marketing will increase men consumption of trendy clothing. Based on the findings, the study therefore rejects the null hypothesis two (H_{02}) which states that on-line buzz marketing has no positive significant relationship with men consumption of trendy clothing in Anambra State, Nigeria.

Hypotheses 3

H_{03}: Offline campaigning buzz marketing has no positive significant relationship with men consumption of trendy clothing in Anambra State

Ho_3: Offline campaigning buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State

Table 3: Result of Pearson product-moment correlation analysis between Offline campaigning buzz marketing and men consumption of trendy clothing

Correlations

		Offline Campaigning Buzz Marketing	**Men Consumption of Trendy Clothing**
Offline Campaigning Buzz Marketing	Pearson Correlation	1	.813**
	Sig. (2-tailed)		.000
	N	350	350
Men Consumption of Trendy Clothing	Pearson Correlation	.813 **	1
	Sig. (2-tailed)	.000	
	N	350	350

****. Correlation is significant at the 0.01 level (2-tailed).**

Source: Field Survey, 2022

The correlation in Table 3 shows that there is a significant relationship between Offline campaigning buzz marketing and men consumption of trendy clothing. The Pearson's product moment correlation coefficient values reveal that offline campaigning buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State ($r = 0.813$, at $p<0.05$). This implies that an increase in offline campaigning buzz marketing will increase men consumption of trendy clothing. Based on the findings, the study therefore rejects the null hypothesis three (H_{03}), which states that Offline campaigning buzz marketing has no positive significant relationship with men consumption of trendy clothing in Anambra State. Nigeria.

Hypotheses 4

H_{04}: Prompting through a famous Blogger buzz marketing has no positive significant relationship with men consumption of trendy clothing in Anambra State.

H_{04}: Prompting through a famous Blogger buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State.

Table 4: Pearson product-moment correlation analysis between Prompting through a famous Blogger buzz marketing and men consumption of trendy clothing

Correlations

		Prompting Through a Famous Blogger Buzz Marketing	**Men Consumption of Trendy Clothing**
Prompting Through a Famous Blogger Buzz Marketing	Pearson Correlation	1	.813**
	Sig. (2-tailed)		.000
	N	350	350
Men Consumption of Trendy Clothing	Pearson Correlation	.813 **	1
	Sig. (2-tailed)	.000	
	N	350	350

****. Correlation is significant at the 0.01 level (2-tailed).**

Source: Field Survey, 2022

Interpretations

The correlation in Table 4 shows that prompting through a famous blogger buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State. The Pearson's product moment correlation coefficient values reveal a strong positive and significant correlation between Prompting through a famous Blogger buzz marketing and men consumption of trendy clothin**g** ($r = 0.813$, at $p<0.05$). This implies that an increase in prompting through a famous Blogger buzz marketing will increase men consumption of trendy clothin**g**. Based on the findings, the study therefore rejects the null hypothesis four (H_{04}) which states that prompting through a famous Blogger buzz marketing has no positive significant relationship with men consumption of trendy clothing in Anambra State, Nigeria.

Hypotheses Five

Ho_5: Rumour spreading buzz marketing has no positive significant relationship with men consumption of trendy clothing in Anambra State.

Ho_5: Rumour spreading buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State.

Table 5: Pearson product-moment correlation analysis between rumour spreading buzz marketing and men consumption of trendy clothing

Correlations

		Rumour spreading buzz marketing	**Men Consumption of Trendy Clothing**
Rumour spreading buzz marketing	Pearson Correlation	1	.847**
	Sig. (2-tailed)		.000
	N	350	350
Men Consumption of Trendy Clothing	Pearson Correlation	.847 **	1
	Sig. (2-tailed)	.000	
	N	350	350

****. Correlation is significant at the 0.05 level (2-tailed).**

Source: Field Survey, 2022

Interpretations

The correlation in Table 5 shows rumour spreading buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State. The Pearson's product moment correlation coefficient values reveal a strong positive and significant correlation between rumour spreading buzz marketing and men consumption of trendy clothing ($r = 0.847$, at $p<0.05$). This implies that an increase in rumour spreading buzz marketing will increase user satisfaction of men consumption of trendy clothing. Based on this result, the null hypothesis five (H_{05}) which states that Rumour spreading buzz marketing has no positive significant relationship with men consumption of trendy clothing in Anambra State, Nigeria is hereby rejected.

DISCUSSION OF FINDINGS

The study investigate the relationship between buzz marketing and men consumption of trendy clothing in Anambra State. All the 5 hypotheses were subjected to statistical test using Pearson's Product Moment Correlation Coefficient. Computer aided Microsoft statistical package for the social sciences (SPSS) was used to aid the analysis to ensure accuracy and eliminate mistake arising from manual computations.

Buzz Campaigning Marketing and Men Consumption of Trendy Clothing

The study found out that buzz campaigning marketing has a positive significant relationship with men consumption of trendy clothing in Anambra. This findings is in line with Beecham, (2017) found out that buzz campaigning has a positive significant relationship with customer purchases intention. The findings also tellies with that of Schiffman & Kanuk (2017) whom opined that buzz campaigning has a positive significant effect on consumer behavior.

On-Line Buzz Marketing and Men Consumption Of Trendy Clothing

The result of the second hypotheses shows that On-line buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State. This finding agrees with the result of Waqas, (2018) Parmjit, (2017) that ascertain that on-line buzz marketing has a significant effect on consumer attitude. This finding is consent Rosen, (2018) who findings shows that online buzz marketing significant relationship with consumer attitude.

Offline Campaigning Buzz Marketing and Men Consumption Of Trendy Clothing

The result of the third hypotheses reveals that offline campaigning buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State. This tellies with Godes & Mayzlin 2014; Sernovitz, 2011 that proved that Offline campaigning buzz marketing has a significant relationship with consumer patronage. The result also in line with the findings of Godes & Mayzlin 2019; Groeger & Buttle, 2014 that posited that Offline campaigning buzz marketing has a significant relationship with customer patronage.

Prompting Through a Famous Blogger Buzz Marketing and Men Consumption of Trendy Clothing

The result of the fourth hypotheses shows that prompting through a famous Blogger buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State. This finding agrees with Farquhar, (2019) that opined that prompting through a famous blogger buzz marketing has a significant effect on customer patronage. The result also in consonant with Thomas, (2014) Sorokin, (2012) prompting through a famous blogger buzz marketing has a positive significant effect on customers patronage.

Rumour Spreading Buzz Marketing and Men Consumption of Trendy Clothing

Finally, the study reveals that rumour spreading buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State. This result agrees with Niederhoffer, Mooth, Wiesenfeld, & Gordon 2017 and O'Lear, & Sheehan 2018 result that indicate that rumour spreading buzz marketing has a positive significant relationship with customers consumption of house hold goods. The findings also tellies with Oliveira-Castro, Foxall, James, Pohl, Dias & Chang 2018 who ascertained that rumour spreading buzz marketing has a positive significant relationship with customers patronage.

Summary of Findings

In summary, the findings of the study are

1. Buzz campaigning has a positive significant relationship with men consumption of trendy clothing in Anambra. Buzz campaigning and men consumption of trendy clothing has a correlation coefficient values of ($r = 0.769$, $p<0.05$).
2. On-line buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State. On-line buzz marketing and men consumption of trendy clothing has a correlation coefficient values of ($r = .790$, at $p<0.05$).
3. Offline campaigning buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State. Offline campaigning buzz marketing has a positive significant relationship with men consumption of trendy clothing has a correlation coefficient values of ($r = 0.813$, at $p<0.05$). ($r = 0.813$, at $p<0.05$).
4. Prompting through a famous Blogger buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State. Prompting through a famous Blogger buzz marketing and men consumption of trendy clothing has a correlation coefficient values of ($r = 0.813$, at $p<0.05$).
5. Rumour spreading buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State. Rumour spreading buzz marketing and men consumption of trendy clothing has a correlation coefficient values has ($r = 0.847$, at $p<0.05$).

CONCLUSIONS

Buzz campaigning has a positive significant relationship with men consumption of trendy clothing, On-line buzz marketing has a positive significant relationship with men consumption of trendy clothing, Offline

campaigning buzz marketing has a positive significant relationship with men consumption of trendy clothing, Prompting through a famous Blogger buzz marketing has a positive significant relationship with men consumption of trendy clothing, Rumour spreading buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State. Therefore the study concludes that buzz marketing has a positive significant relationship with men consumption of trendy clothing in Anambra State.

RECOMMENDATIONS

5. Buzz marketing campaign should match the viral created by the companies. When you are running a buzz marketing campaign, it is essential that your product should matches the expectations of your consumers and satisfies them. When the product matches the real buzz, it helps in increasing the market presence and credibility more effectively.

6. Buzz marketing companies should make use of multiple online channels for optimizing the outcomes of your buzz marketing campaign. Using online advertising and marketing tactics will be quite useful in boosting the conversions of your buzz. You can use content marketing, email marketing, online advertising, social media marketing and advertising for increasing the virality of your buzz marketing.

7. Companes using offline buzz marketing should basically to stand out among the crowd. If you are successful, then people will be talking about your product, or be discussing the service, eventually notifying others about it. However, the process is not at all easy, a massive amount of effort will obviously be needing to execute the strategies

8. Prompting through a famous Blogger buzz marketing should be directed towards the virtualization of your campaign. When you are running a buzz marketing campaign, you need to support it with some other powerful means that can visualize your prompting through a famous Blogger buzz marketing and widen its reach by penetrating more favorable markets. You can use advertisements, referral campaigns, social media campaigns, influencer marketing. for making your buzz marketing prompting through a famous Blogger buzz marketing**.**

9. To get the best result, companies using rumour spreading buzz marketing should known that it is essential for the companies product matches the expectations of your consumers and satisfies them. When the product matches the real buzz, it helps in increasing the market presence and credibility more effectively.

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