

Advertisement is a Competence Tool to Effect Competition among Fashion Brands: A Case of Fashion Brands from Karachi

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Abstract

Advertising play a vital role in this era, it a tool to promote and to place a product or services in the mind of customers so this study basically focuses on how ads raise competition among luxury fashion brands and what is the effect of advertisement on competition that are being raised through the advent of media and to examine a relationship between dependent and independent variables with the help of three factors that are being drive through independent variable (advertising are compressed as the source of information , media and the frequency of ads) what are the contribution of all factors to increase competition among fashion brands .The research shows that the source of information (Newspaper, Billboards, Internet and Television) is the basic reason to increase competition among fashion brands in Karachi.

Literature Review

Advertising Competence (for Personal Care Products) endowed to Consumer Purchase Decisions. According to (Dr. Muhammad Saleh Memonn, June-2015) the research is highly deemed focus on the competence factor that would be supposed to handle or construct an image of care products via an advertising by this how to influence the impact of ad on consumer unconscious state of mind to pretend or hold for longer period of time that partly give the fruitful results, the researchers thought that advertising is a tool that arise the competition among brands to prove their selves for what purpose they build for or create in against of other brands and boosting their generic dimension and rest of other dimensions that are not partly engage in, it is to be neglected.

(Jin-Hui Zheng, january 2013)The researchers have been studied that advertisement developed a need of necessity among people that utterly influence on their buying behavior towards luxury fashion brand. The main focus of that study is to create awareness among people towards purchase of luxury brands with bombarding of ads and to build strong relation with their customers that turn their level of trust on brand in terms of brand equity. For building strong bonding with customers they should made effective ads plus to expand the supply chain channel of luxury brands doing cross docking and highly emphasis on inventory planning this may be boost their operational efficiency through which they will be able to meet or achieve their goals effectively and efficiently the medium that would be selected for advertisement that support properly on time so that's why fruitful results would be seem companies.

(Nicole Stegemann)He concluded in his research the concept of brand extension on the brand equity of luxury brands how it effects on the parent brand equity and what are the results of it basically brand equity originate from the perception and attitudes of consumer behavior that changes while they purchase of any product or service. Over 20 years the luxury market grow rapidly so in this research the researcher found the emotional factor that will be attached with the eye of consumer while purchasing of luxury brands so researcher addressed in his research there is a need to segment well luxury market and to make and design proper marketing strategies so this tend to build strong perception and motivate to purchase luxury brands and this is the reason so far for extension of luxury brands.

(YI, Yuan, & Suresh, (Nov. - Dec. 2013).) as per the analysis of china market researchers examine the basic drive force that mold consumer behavior to purchase luxury goods is the result of attitude and motivation that enforce Chinese people to buy luxury products and mainly three consumer groups actively participates in it the lead class people, self-reliance people where satisfaction is the foremost thing for it and the third one are those kind of group of people who are bribers not to buy such products but buy in a hidden way to prove that they are the buyers of luxury products and to the show self-esteem that's why china become the luxury goods purchase country that reflect through its economic position as well as psychological factor of consumer , why people of china buy luxury products because they are status conscious.

(Aysegul ERMEC SERTOGLU, 2014)This research took place in turkey, the researchers 'emphasis the main focus on celebrity endorser who play an important part towards buying intension behavior of Consumer. Consumers are highly satisfied with the personality of celebrity endorser or spokesperson that creates an image of trustworthiness and attractiveness in the minds of consumers so they impressed with it. Turkish market is rapidly growing because of this factor and yes celebrity endorser is basically the marketer who market the products' in an accurate manner on contrary this research examine the perceived credibility generate between celebrity endorser and spokesperson who play an important role, is celebrity endorser or a spokesperson? So this study clearly defines the both of them created a buying intension because they clearly define the picture of brand that is marketing in industry.

(Heine, 2009) Heine conducted a qualitative research in which he proposed the concept of luxury brand personality with the use of repertory grid method that is basically an online tool through which build a powerful image of luxury brands in the eye of consumers. Heine define the five dimensions of brand for the sake of it brand create its own personality and build a remarkable value in the mind of consumers. It extends and explore furthermore opportunities of web versions for conducting an online survey and to dig out the findings and results of luxury brand personality with the respondents this online tool adequately define the value and worth of luxury brand personality.

(Young Jee Han, (July 2010),) This research is on the distinctions among luxury brands who pretend to signal itself that they are only the leader in market and segment itself with different logos and offers the value of brand according to the status of consumers, researchers demonstrates that brand prominence is based on the conspicuousness' of logo and trademarks. Consumers attracts towards by the this factor that satisfy the needs further more this study doing comparison among remarkable brands that specifies well define the term of conspicuousness and to deliver a motivation to their consumers so discriminate method use for it and to tackle a motivation level by dividing into groups like wealth, need and for status conscious consumers it actually define the usage of product which category of people using which sort of brands. This study defines the consumer category that purchases loud versus quiet products.

(Mohr, 2013) The author Mohr conducted research in the New York City of America that examine the impact of social media on fashion industry as he emphasis that social media is a marketing tool to market luxury brands adequately so that's why he examine a fashion week of Mercedes Benz in new York city by how attendees impress from this event and what are role that play social media through marketing and to hold customers for a long time. More over marketer face many problems while marketing luxury brands so how to reduce or overcome these problems and what are the strategies for branding of fashion luxury brands in a shrinking marketplace of America via social media a bloggers that attend the fashion week.

(NTAMU, December 2011)The word branding researcher precisely describe in this paper that confine and relate it with nation branding the image that build luxury brand through being globalized in which the core country of company is being considerate. Nation branding is not stand alone there are various factors that contribute word branding. This branding works when all the players are properly participate and have mutual understanding between them. And the main benefit attach with brand is premium on local capacity development and knowledge. In Nigeria the researcher trying to clear the concept of product and nation branding that comes with an unambiguous vision and to achieve desires, in which milestone and time factor is to help out the unambiguous performance indicators. Researcher attains this goal by the help of word commonality with product branding, study socio-economic model and twists and turns that occurred in Nigeria.

(Tong, (2009))Tong and Hawley both examine the customer based brand equity model application in Chinese sportswear market. They develop a model for measuring customer base brand equity through this model investigate a causal relationship among brand equity dimensions this application collect the reviews from two major cities of china one of Beijing and another one is Shanghai. And impose the attention in this research paper on brand association and brand loyalty that will be provide influential support. The lankness viewed on two dimensions one of brand quality and another is brand awareness that the Chinese are less aware from sportswear brands so this paper is deemed focused on how to create awareness among people building strong relation with customers .the foremost thing is to build brand loyalty and image.

(Hareem Zeb, June 2011)The researchers conducted research in Pakistan and to examine a buying behavior of Pakistani female what influence impact on brands through their purchasing decision and frequently that brands launch unique designs after their survey they concluded that buying decision is highly depicted of status branding, attitude towards brand, self-concept, reference groups has positive impact on female that's why mostly brand conscious women prefer branded clothing and increasing female involvement day by day.

(FOURNIER, March 1998) Susan developing a relationship theory related with consumers and their brands, in this research that formulate a quality factor how it impacts on consumer intensions towards purchase decision and give a concept that brands as a relationship partners because consumer actions are highly valuable towards purchase decision and to describe when brand was losing their identity or strength in market place but brand is the whole sole signal of power have some sort of uniqueness and capability to sustain relationship with consumers. Discuss the production concept in of self in marketing ages from ages what are meaning of marketing which is being evolved in this research paper. This paper is rotate on consumer behavior that sets or reinforced on brand behavior and brand relationship quality is back by love or passion if consumers are more passionate about product so they love factor attach, self-connectivity impacts, strong commitment, inter dependency embarks, legitimate factor as well as brand partners quality for developing a relationship with consumers and brands.

(Schmitt, 17 September 2011)Bernd Schmitt conducted a research on the topic of consumer psychology of brands in this model to explain the factors that are attached with consumer psychology and how they attract towards any brand. The features that any well-known brand gives to their customer are discussed in this research

paper and emphasize the level of engagement of consumer either they come up with an idea of sole self-concept, object centered or either socially influence. In this paper Bernd study in depth of neuroscience of consumer that clearly identify how consumer respond to any brand so he let an example of coke-Pepsi, he examine most of the people prefer Pepsi over coke in a blind test. At the end he explains that strong activation of brain is link with emotions. He viewed consumer selection criteria of brand through emotional attachment with brand as well as drive from sensory information.

(Hanke, 2015)Melissa Hanke conducted a research for the utilization of social media strategy by the help of you tube media how luxury fashion brand engaged consumers and promote a brand identity concept among consumers. This study develop a relationship between the rise of media and analyze of content that are being promoted in their ads the aim of the study is to filter the video content that are categorized into three parts musical performances, historical narratives and behind the scene footage among the most famous luxury brands Channel, Dior and Burberry promoting the concept of brand entertainment rather than brand advertisement. So this study is to rectify what are the tactics that are being used and engaged with social media of consumers by making ads and promoted through it.

(Ghulam Shabbir Khan Niazi, march 2012) These researchers conducted a research on the topic of advertising and its influence on consumer buying behavior through an effective advertising how the brand is being promoted or communicate itself in against consumer's show their willingness that they are intended to buy such a product or service and examine a relationship between emotional responses and environmental responses and to find a moderate relationship between these variables. So this study shows that customers are highly attached with brand emotionally and their purchase decision is back by emotional set of mind that's why they are impressed with advertisements and show willingness towards buying decision.

Introduction

In today's business environment, competition increases drastically in order to achieve fame and fortune brands compete one brand to another on the basis of quality, price, the benefits that gives to their customers here is another factor that brand competition increased through advertisements. Advertising is the competence tool to increase competition among fashion brands. Fashion industry sparks day by day it is the whole sole responsible to create intentions towards luxuriousness and fulfilled customers' needs and wants to produce and launch multiple luxury goods either it is care products, shoes and footwear products, clothing or tableware and collectibles all are customers wants to purchase it. There is need to measure or find out what are the factors that raise competition, why so this research paper examine that due to the significance of social media, advertisement is a tool that promote brands making compelling ads increase frequency of ads that run on different T.V channels advertising through internet, billboards, newspaper using different tactics for doing advertising like in-store advertising, online advertising, magazine or through celebrity endorsement it play a vital role to compete one brand to another brand. By the help of advertising luxury fashion brands hold their customers through given best quality build strong brand equity, brand perception or purchase decision sparks. This research paper examines the impact of advertisement on luxury fashion brands and to check the relationship between advertisement and competition among fashion brands.

Problem statement

To analyze the effect of advertisements on luxury fashion brands .this is an attempt to explore the relationship between advertisement and competition among fashion brands what are the roles that advertisements play to compel customers towards luxury products and how luxury fashion brands doing branding or promoting their brands among customers. To find the effect of advertisements on competition.

Research questions

- 1 To determine the effect of advertisement on competition
- 2 To identify how ads raise competition among luxury fashion brands

Significance of the study

Advertisements play an important role to raise competition among luxury fashion brands by the help of ads one brand compete to another brand and to build strong perception towards brands. Advertisers use different strategies to promote brands via social media and in return luxury brands branding the benefits among customers and competitors. So yes there is a need to determine all the variables regarding branding of luxury fashion products and advertisements.

Objectives of the study

- To identify the relationship between advertisements and its effect on competition among luxury fashion brands.

- To find the effect of advertisements on competition.
- To identify how ads raise competition among luxury fashion brands.

Limitations

This research play a vital role to determine all the factors that effects on luxury fashion brands like advertisements is a competence tool to measure all factors there is a shortage of time spam otherwise there are too many factors to increase competition but the foremost important factor is advertisement that's why I took that promoting tool to describe in depth of luxury brands.

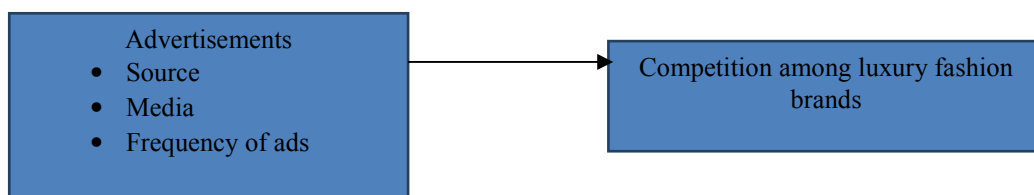
Scope of the study

This research further extended through the concept of brand extension how brands extend their line of products, development of luxury brand personality and what are the role of celebrity endorser towards branding by the help of these factors research study further will be proceeded.

Methodology

Theoretical frame work:

Theoretical frame work shows logical relationship between dependent variable and independent variables. Researcher takes advertisements as an independent variable while competition among luxury fashion brands as dependent variable. Advertisements are further classified into source, media and frequency of ads and competition of luxury fashion. Over all ads impact on competitive factor of luxury brands. An ad includes frequency of ads, source, and media all these increases branding concept of luxury brands. So there is a strong relationship between advertisements and competition among fashion brands.



Hypothesis

Ho₁ =Source of information has no influence on competition among fashion brands.

Ha₁=Source of information has influence on competition among fashion brands.

Ho₂=There is no relationship between frequency of ads and competition among fashion brands.

Ha₂=There is a relationship between frequency of ads and competition among fashion brands.

Ho₃=Advertisement media has no significant effect on competition among fashion brands.

Ha₃=Advertisement media has a significant effect on competition among fashion brands.

Research design and methodology

This heading prominent that how the research problem was explored, the sampling criteria, variables selection, the model used for the research purpose and the statistical techniques utilized for the data analysis to find out the relationship between advertisements and increase of competition among fashion brands in the fashion industry of Karachi.

Data set

The data of this research is gained from citizens of Karachi.

Sample

Sampling method was used to collect the primary data. A sample of 200 respondents was used, but out of 200, views of 193 people are recorded which consist both male and female.

Research design

The research design consists of **type of study** and **type of investigation**. Type of study: this is a cross-sectional study and is to be obtained only once for the research purpose. Type of investigation: the type of investigation in this case is casual and the effect of independent variables measured on the dependent variable.

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Age	200	1	6	3.48	1.530	.395	.172
Gender	200	1	2	1.63	.485	-.520	.172
Compelling ads impact on competition towards fashion brands	200	1	4	2.06	1.001	.456	.172
Do you think brand entity is the drive force towards competition	199	1	5	2.20	.785	.262	.172
Source of information determine specific branded products	200	1	3	1.71	.720	.498	.172
Which of the following elements of a brand name are the most important according to you?	200	1	4	2.37	.745	.104	.172
Frequency of advertisements effect on brand competition	200	1	5	2.49	1.130	.194	.172
Which of the following elements help you to build brand perception?	200	1	4	1.29	.712	2.652	.172
Advertising media identifies right fashion brands	200	1	4	2.39	1.160	.212	.172
According to you what are the elements that gives branded luxury products?	199	1	4	2.85	1.051	-.363	.172
Valid N (list wise)	193						

Correlation:

H_{a1}=Source of information has influence on competition among fashion brands.

Correlations

		Source of information determine specific branded products	Compelling ads impact on competition towards fashion brands
Source of information determine specific branded products	Pearson Correlation	1	.143
	Sig. (2-tailed)		.044
	N	200	200
Compelling ads impact on competition towards fashion brands	Pearson Correlation	.143	1
	Sig. (2-tailed)	.044	
	N	200	200

Hypothesis 1 clearly dignifies that there is a strong relation between variables due to the significance level that is 0.044 which is less than 0.05, so the null hypothesis is being rejected. Hence prove that compelling ads create competition towards fashion brands and is being promoted by the help of source of information to learn about a specific branded product.

Regression

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.065	1	4.065	4.123	.044 ^b
	Residual	195.215	198	.986		
	Total	199.280	199			

a. Dependent Variable: Compelling ads impact on competition towards fashion brands

b. Predictors: (Constant), Source of information determine specific branded products

ANOVA table shows the significance level 0.04 which is less than 0.05 showing a positive relationship between variables with having the mean square value of 4.065.

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.721	.181		9.490	.000
	Source of information determine specific branded products	.198	.098	.143	2.031	.044

a. Dependent Variable: compelling ads impact on competition towards fashion brands

Ha2=There is a relationship between frequency of ads and competition among fashion brands

Correlations

		Frequency of advertisements effect on brand competition	compelling ads impact on competition towards fashion brands
Frequency of advertisements effect on brand competition	Pearson Correlation	1	.209
	Sig. (2-tailed)		.003
	N	200	200
compelling ads impact on competition towards fashion brands	Pearson Correlation	.209	1
	Sig. (2-tailed)	.003	
	N	200	200

Hypothesis 2 clearly dignifies that there is a relation between variables due to the significance level that is 0.003 which is more less than 0.05, so the null hypothesis is being rejected. Hence prove that compelling ads create competition towards fashion brands and is being promoted through frequent advertisements.

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.598	.168		9.499	.000
	Frequency of advertisements effect on brand competition	.186	.062	.209	3.014	.003

a. Dependent Variable: Compelling ads impact on competition towards fashion brands

Ha₃=Advertisement media has a significant effect on competition among fashion brands.

Correlations

		Advertising media identifies right fashion brands	Compelling ads impact on competition towards fashion brands
Advertising media identifies right fashion brands	Pearson Correlation	1	.237
	Sig. (2-tailed)		.001
	N	200	200
Compelling ads impact on competition towards fashion brands	Pearson Correlation	.237	1
	Sig. (2-tailed)	.001	
	N	200	200

Hypothesis 3 clearly dignifies that there is a weak relation between variables due to the significance level that is 0.001 which is more less than 0.05, so the null hypothesis is being rejected. Hence prove that compelling ads create competition towards fashion brands and is being promoted by the help of advertising media.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.231	1	11.231	11.826	.001 ^b
	Residual	188.049	198	.950		
	Total	199.280	199			

a. Dependent Variable: Compelling ads impact on competition towards fashion brands

b. Predictors: (Constant), Advertising media identifies right fashion brands

ANOVA table shows the significance level 0.001 which is less than 0.05 showing a positive relationship between variables with having the mean square value of 11.231.

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.461	.187		7.792	.000
	Advertising media identifies right fashion brands	.260	.075	.237	3.439	.001

a. Dependent Variable: Do u think compelling ad create intension towards fashion brands

Conclusion

The research on advertisement is a competence tool to increase competition among fashion brands is highly focused on the variables that drive attention towards competition by the help of these independent variables (advertising tactics) are source of information, media and frequency of ads create intensions towards competition and is being raised day by day. The research shows that the source of information (Newspaper, Billboards, Internet and Television) is the basic reason to increase competition among fashion brands in Karachi.

Source of information is being promoted the luxury fashion products and renowned brands compete one brand to another brand in Karachi according to the statics the data will be collected through 193 people out of 200 this clearly shows that branded products and services is being advertise through advertising channel and Source of information has influence on competition among fashion brands a strong relation between two variables with a significance level 0f 0.04 is being noticed and the value is near or close to 0.05 so its shows the basic reason of competition is back by source of information rather that other factors that there is a positive relationship between frequency of ads and competition among fashion brands with significance level 0.03 and third factor advertisement media has a significant effect on competition among fashion brands comprise significant value of 0.001 that both factors shows relation but not strong as much as first factor shows the bonding towards competition.

Recommendation

According to research study results enforced that further research extended on the concept of brand extension how brands extend their line of products, development of luxury brand personality and there is a need towards the role of celebrity endorser.

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