

Relationship between Marketing Mix Strategies and Fashion Consumer's Purchase Intention

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Abstract

In today's globalized world each and every fashion firm tries its level best to develop competitive marketing strategies to achieve market leadership and also to have a competitive edge. The study has been conducted on R-sheen stores located in Peshawar. The data has been collected with help of questionnaires. A regression analysis has been exercised in order to examine the association b/w R-Sheen's Marketing Mix tactics & consumer buying intention. A positive association b/w Product, price, Place & Promotional strategies & fashion consumer buying intention has been explored through the study whereas the relation b/w pricing strategy and buying intention has been found weaker as compared to the product, placement and promotional strategies of R-sheen.

Key words: Marketing Mix, Fashion firms, globalized world, & Consumer's purchase intentions.

1. Introduction

Successful companies nowadays have one thing in common at all levels. They have a serious belief in marketing and a strong customer focus. In order to understand customer needs and wants they have a high sense of commitment. In such fruitful associations, every single individual is urged so as to give higher esteem to the client and looks for consumer loyalty. In such victorious firms, every single individual is vitalized so as to deliver greater value to the purchaser and seeks their satisfaction. It is the aim of marketing to perceive what is valuable for customer and generate and deliver it to the customer and to keep the customer gratified. In today's world the youths are not only pleased with

being fashionable. Being stylish and elegant makes them feel marvelous for their fashion taste (Chen and Ha, 2016). Females are influenced by their own personal tastes, self-esteem, beliefs, certain events, seasons, weather and climate (Rieke, December 2015). People in Peshawar have their own cognizance towards fashion and has been influenced by Pashtun culture, traditions, norms, values and beliefs. Fashion has not been so much influential on the lifestyle of people because people think that fashion is a western life style.

It needs to be intensified that fashion does not indicate westernization. However brand advertisement by numerous means has affected the perception of the people regarding fashion but still it hasn't flourished that much in Peshawar and that's why people spend very less money on purchase of fashion items.

Fashion is not following western life style, fashion means how we present ourselves, our dresses, our home décor and all those things which are related to our social life. The advancement of numerous elegant styles of individuals originates from different fashion information sources. Information sources have a significant impression on people specially, on youthful females' elegant style through the apparel business, mass media communications and other different channels. Females specially, youngsters use wide sources of fashion information with a significantly high amount. The information source of new elegant style utilized by youngsters has evolved from the friends, family programs, store display and television programs to the Internet, TV shows and magazines about fashion (Chen and Ha, 2016).

2. Literature Review

2.1 Purchase intention:

Purchase intention mean that after consumer considered and evaluated the product the consumer has purchase behavior. The behavior can be seen as a key point for foreseeing purchaser's acquiring behavior and in addition their subjective expectations (Keller, 2001)

2.2 Marketing mix

Marketing mix is a set of controllable, tactical marketing apparatuses that an organization uses to create a coveted reaction from its objective market.

2.2.1 Product:

Product is the initial thing to be taken into account about marketing mix. Essentially a product can be anything tangible (good) or intangible (services) that fulfill a need (Blythe 2008). Customers' ever changing demands and priorities for the features of the product enforce manufacturers to produce quality products, which has a significant impact on the product or service performance (K. Sri Yogi, 2015). Dimensions of quality are positively associated with the purchase decision. Purchasing decision of customers is highly influenced by the quality of the product and which also gives a shape to reputation of the retailers (Pan and Zin khan, 2006). Product should be made in such a way that consumer can differentiate it from competitors products and to have a positive impact on consumers and their behavior. Appearance, packaging, design, performance, brand, guarantees, features, Quality et cetera are product's major components (Maleki, 2002). Consumer behavior is the decision process and physical movement in which people connect with when assessing, gaining, utilizing or discarding merchandise or services. Product quality is thus linked to customers' value and satisfaction, both of which are vital for the marketer's product positioning tools. Product esteem is associated positively to buying conduct and their reliability in the retail area (Chaudhuri and Ligas, 2009). In this competitive environment and dynamic market, manufacturing company cannot survive without knowing its product's weaknesses

and strengths. The company should incorporate the determinants of customer satisfaction, when it is positioning itself in business environment with competitive advantage. Marketing managers and designers should work on product quality and designs to achieve effective, efficient and sustainable business growth with competitive advantage (Kottala Sri Yogi, 2016).

2.2.2 Price:

Pricing is one of the major marketing mix tool. It's the amount of cash the buyer pays for the good or service. In advanced market price ought to be competitive which implies that it shouldn't to be much high but rather there are exemptions (Blythe 2008). People show a mix behavior towards pricing. Price makes a difference for every individual but they also crave for product with sensible quality. (Abdul Salam et al, 2015). Advertiser ought to plan distinctive evaluating methodologies for a specific item, brands, stores and so forth which they realize that is best for their prosperity. Be that as it may, before when we choose the valuing system for the merchandise first we ought to think about the real cost of various products utilized as a part of creation and the cost of getting to the apparel store. A high retail value which reflects quick fiscal expenses frustrates consumer purchase behavior while on the other hand a competitive price or less prompts to an expansion in store activity and item deals (Barbara et al, 1996) while this view has been challenged by some of the authors and they argue that those purchasers who try to boost expected quality so they have the will to pay for the most astounding evaluated products (Dodds et al, 1991; Kerin et al, 1992). Empirical studies in general have found that focused and lessened prices advance the purchase of products in retail outlet (French et al., 1997; Hansen, 2003; To set a price for an item requires a profound comprehension of the typical part that in target market price assumes a role in deciding the item. The price of an item in the purchaser's psyche is not the expenses exhausted for production. One of the things

companies are doing to enhance the value of their goods to the customers is decreasing nonfinancial related cost of possession or utilization of products. In the event of achievement this strategy decreases the aggregate cost of item for a customer and still marketer income stays consistent or increments (Hawkins, 2005).

2.2.3 Placement (distribution):

Place/placement is also called distribution channel. The place is the area where buyers buys the item and where they can get bolster (Blythe, 2008). For placement individuals are hesitant to have the item at adjacent places with the goal that they could spare their additional costs separated from the cost of purchasing (Abdul Salam et al, 2015). Distribution mean to deliver desired product to consumer in a professional way. There are strategies about distribution/placement. First strategy is to directly provide goods and services to the consumer. Second strategy is to help suppliers to give their product to customers. Members of dispersion channels are in charge of the primary obligations which are: Gathering and disseminating news and statistical surveying about factors and strengths in marketing environment and for which arranging and help on the exchange is required.

Preparing and disseminating data supported about the products. Hunt and interact with potential purchasers. Molding and coordinating products with the purchaser's needs. Achieving concession to cost and different states of the exchange so that the exchange can be provided (Maleki, 2005). Most researchers agree that by reducing transaction or exchange costs, a convenient area increment store patronage (Berry et al, 2002; Huddleston et al, 2004; Jabir et al., 2010). As indicated by the central place theory retail outlet locations at focal areas may pull in customers from far a distance (Craig et al, 1984).

2.2.4 Promotion:

Promotion is set of exercises to educate, induce and influence the audience. It is all the communication tools through which a

message is conveyed to target audience. (Roosta et al, 2007, p247). Effectiveness of the promotional strategy is largely improved when a promotional strategy meets customer expectations (Yang and Lee 2016). Promotion have four basic types which are: advertising, sales promotions, publicity or public relation and personal selling. Each group/type has distinctive dimensions (Dunne et al, 2010).

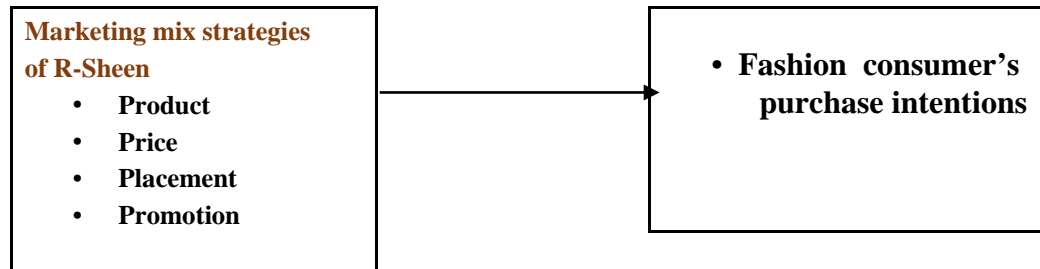
1 Advertising: Advertising is most grounded instrument in the distinguishing proof of an organization, merchandise, services or intention and vision. A product can be advertised by various types for example, advanced advertising adverts, bulletins, TV et cetera (Blythe 2008). Valuable and magnificent advertising can develop an image in the psyche of the viewers or even develop heed to acknowledge and to acquire brand and item.

2 Sales promotion: Customers give high surveillance to sales promotion (e.g. discounts, coupon, free present, loyalty programs, sampling etc) when choosing outlets (McNeill, 2006). The impact of sales promotion is on consumer conduct.

3 Public relations: When advertisements and sales promotion about items are fruitless then public relations are used. A positive vision in society and target market for organization can be built by public relations and thus the effect of these exercises is indirect to a great extent.

4 Direct marketing: It's one of the marketing's most costly dissemination apparatus. It exploits the organization's sales force in order to fascinate gratification of clients and to find out new clients (Maleki, 2002). It include distinct techniques e.g. lists, phone, electronic sales, sales via TV, sales via fax, mail et cetera.

2.4 Conceptual Framework:



On essence of the cited literatures, Researchers plan to take R-Sheen's marketing mix tactics as "Independent variables" and fashion utilizer's buying intention as a Dependent Variable.

2.5 Hypotheses:

On essence of cited literatures, the below statements are been Hypothesized:

Hypothesis 1: An association exists b/w the product strategies of R-Sheen outlets & fashion utilizer's buying intention.

Hypothesis 2: An association exists b/w pricing tactics of R-Sheen & fashions utilizer's buying intention.

Hypothesis 3: A positive association exists b/w placement tactics of R-Sheen and fashion utilizer's buying intention.

Hypothesis 4: An association exists b/w promotional tactics of R-Sheen & fashion utilizer's buying intention.

3. RESEARCH METHODOLOGY

3.1 Population:

Students from different universities in Peshawar has been chosen as respondents for conducting this research. On the basis of convenience and ease of approach these universities were chosen. Respondents were from Master's as well as from Bachelors

level in this study. The population is composed of both female and male customers.

3.2 Questionnaire construction:

A questionnaire which was created by Ling in 2007 has been used for this study. It is comprised of some fundamental demographic information about respondents who fill the questionnaire and 27 questions about the marketing mix strategies of R-Sheen and consumer purchase intentions that how marketing strategies will influence the decision made by them in purchasing distinct fashion items.

The questionnaire is composed of three sections:

- 1: Respondent/customers basic information.
- 2: Marketing Mix Model
- 3: Purchase Intentions scale

In order to record the response of respondents/customers Likert scale has been used. It's a 5 degree Scale which starts from strongly Disagree to strongly Agree.

3.3 Procedure:

For gathering data, the researcher personally visit to IQRA National University and IM-Sciences. Process was personally administrated. The researcher visited to

different classrooms and briefed students about his research objectives, background of the study and then he distributed questionnaire among them and they were pleased to fill questionnaire on the spot.

Respondents concerned were been clarified on the spot. This whole process took 2-3 weeks for its completion.

3.4 Sample Size & Technique:

An aggregate of 230 customers of R-Sheen were been stipulated as Sample size for current analysis. Simple Random Sampling

Technique has been exploited to current study.

3.5 Statistical tool used for the Data Analysis:

For measuring results the data has been analyzed using different statistical techniques. To do the statistical analysis 16.0 version of SPSS has been exercised. To know association b/w “dependent” & “independent variables” Regression analyses were exercised to analyze data.

4. RESULTS AND DISCUSSIONS

4.1. Table 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.581 ^a	.338	.326	.72885

a. Predictors: (Constant), Product, Price, Placement, Promotion

b. Dependent Variable: Purchase Intention

The model is proved to be a solid match by which is less than 0.05 so this model is ANOVA table below. Value of Sig. is 0.000 significant.

4.2 Table.2

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	60.929	4	15.232	28.674	.000 ^a
	Residual	119.526	225	.531		
	Total	180.455	229			

a. Predictors: (Constant), Avg_prod, Avg_price, Avg_placement, Avg_promotions

b. Dependent Variable: Avg_pintention

4.3 Table.3:

Model		Coefficients			T	Sig.
		Unstandardized		Standardized		
		B	Std. Error	Beta		
1	(Constant)	.447	.296		1.511	.132
	Product	.154	.053	.167	2.890	.004
	Price	.129	.076	.102	1.702	.090
	Placement	.286	.079	.236	3.593	.000
	Promotion	.327	.074	.286	4.406	.000
a. Dependent Variable: Purchase Intention						

4.4 Summary of coefficients:

The above table. 3 represent an extensive view of data out comes. While regressed on dependent variable (Purchase Intension), distinct components of marketing mix shows heterogeneous influence on utilizers buying intentions. A concise summary is given below:

4.5 Results and hypothesis testing:

This section demonstrates outcomes obtained from statistical technique exercised on hypotheses.

4.5.1 Hypothesis 1:

To examine first Hypothesis which is an association exists b/w product tactics of R-Sheen stores

& fashion utilizer buying intention. “Regression analysis” exercised as evident by table:

Model		Unstandardized		Standardized	T	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.447	.296		1.511	.132
	Product	.154	.053	.167	2.890	.004

The p-value in the above table is less than 0.05 which indicates that product strategies of R-Sheen’s has a strong association with fashion utilizers buying intentions so “null-hypothesis” will be Rejected & “alternate Hypothesis” will be Accepted. As coefficient

value disclose a positive association between Product (IV) and buying intention (DV), hence the product will increase the buying intentions of the costumers.

4.5.2 Hypothesis 2:

To examine 2nd hypothesis which is a positive “Regression analysis” exercised as an evident association exists b/w R-Sheen’s pricing by table: tactics & fashion utilizers buying intention,

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.447	.296		1.511	.132
	Price	.129	.076	.102	1.702	.090

In this case the p-value is greater than 0.05 so it indicates a weaker association between R-Sheen’s pricing strategies and fashion consumer buying intentions. 0.129 shows a positive relationship with dependent variable. It means that it does have significant influence on buying intentions of fashion consumers. So “null hypothesis” is

rejected and “alternate hypothesis” is accepted.

4.5.3 Hypothesis 3:

To examine third hypothesis which is a positive association exists b/w placement tactics of R-Sheen & fashion consumer’s buying intention.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.447	.296		1.511	.132
	Placement	.286	.079	.236	3.593	.000

Here in this case the p-value is less than 0.05 so it has a strong association with fashion utilizers buying intentions. 0.286 shows a positive relationship between placement strategies of R-Sheen stores and fashion utilizers buying intentions.

are highly significant which leads to reject null hypothesis and to accept alternate hypothesis.

4.5.4 Hypothesis 4:

To examine 4th hypothesis which is an association exists b/w promotional tactics of R-Sheen & fashion consumer’s buying intention.

As the p-value is 0.000 so it means that placement has the highest impact on purchase intentions. It also indicates that the outcomes

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.447	.296		1.511	.132

	Promotion	.327	.074	.286	4.406	.000
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Here in this case the p-value is less than 0.05 so it indicates a strong association between R-Sheen’s promotional strategies and fashion consumer buying intentions. 0.327 shows that there exists a positive association between R-Sheen’s promotional strategies and fashion utilizers buying intentions. The p-value of 0.000 indicates that promotion has a great impact on purchase intentions of fashion consumers. This value of “p” also demonstrates that the outcomes are highly significant and which leads to reject null hypothesis and accept alternate hypothesis.

4.6 Discussions:

Nowadays market has become a combat zone of brands. In today world each brand is striving its best in order to get a combative fringe over the rest of its competitors. Although With the help of advance technological innovations and customization practices the marketing organizations can keep themselves a stride ahead from their opponents but still careful vigilant designed marketing mix model is needed. Verdicts of this study are parallel with previous studies conducted by other researchers (“Chi et al., 2008; Jalilvand et al., 2011”; “Bao et al., 2011”; “Dursun et al., 2011”; “Levy and Guterman, 2012”; “Gogoi, 2013”; “Tariq et al., 201”; “Tih & Lee, 2013”). The first strategy of marketing mix of R-Sheen is the product. Product has a positive relationship and have significant impact on consumer buying intention (Kusumawati et al, 2014). Product quality was the first factor that affect consumer’s buying intention and it divulges that the quality of item is a crucial/important element in the buying intention of clients (Mirabi et al, 2015). Product quality is also linked to customer’s value and satisfaction because the customers ever changing demands and their priorities for the features of the products enforce the manufacturers to produce good quality products (Yogi, 2015). Item quality

construct retailers’ reputation and influences utilizers purchase decision at retail outlet. (Pan and Zin khan, 2006). The price has a relationship with consumer purchase intention. Although the relationship is weaker as compare to product but still it has a positive relationship with consumer purchase intention. If a product has low price but if it don’t have a good quality then utilizers cannot be attracted to that product. Consumers prefers to buy from those who offer high quality, low price high values and more benefits (Pungnirund, 2013). The respondents thought that the product has expensive prices that affect their purchase and they prefer to buy similar product with cheaper price in other stores.

Nevertheless, the high priced products present in store are actually understandable and considered to be rational by the customers as it is distinctive and unique as compared to other stores (Karbala and Harimukti, 2012). R-Sheen proffers a vast assortment of properly designed clothes for ladies, gents and kids as well with different prices. Their target market is society’s lower class to upper class as the price of the products starts from five hundred to twenty two thousand rupees for males and from hundreds to lakhs for females. A weaker association between R-Sheen apparel stores pricing tactics and their consumers buying intentions has been explored by the current study as the consumers’ consciousness about price is less and their consciousness is high for quality and design.

Placement has a positive association with consumer buy intention & results of this study are parallel to previous studies as a positive association has been explored between R-Sheen apparel stores placement/distribution tactics and fashion utilizers’ buying intentions. Customers see that the placement strategy by store is very helpful for them. Such strategy has successfully provided them with better access to product (Ayu. Karbala and

Harimukti, 2012). Consumers are inclined for having the product at such places which are close to them so that they can economize their extra costs apart from buying cost (Awan et al, March 2015). Most researchers agree that by reducing transaction costs, a convenient and accessible placement elevates outlet patronage (Berry et al, 2002; Huddleston et al, 2004; Jabir et al., 2010).

Promotion has positive and a very strong relationship with the consumer purchase intention. The findings of the current study are matching with the previous studies. The more effective the promotional strategy is, the higher and more will be the consumer purchase intention. Dynamics of spontaneous purchasing conduct and promotion are insignificantly positively correlated. (Khan and Dost 2011). Clients purchasing behavior can be driven through heterogeneous sorts of components, including promotion techniques e.g. price discount, buy-one-get-one-free, coupons and physical surrounding (Aurangzeb et al, 2014). Marketers utilize more promotions in order to give a valuable response to purchaser behavior trends (Esfahani and Jafarzadeh, 2013). Promotion is a key to influence customers' buying attitudes directly (Mir and Rehman 2012). Marketers can interface with their targeted market & can develop brand's equity if they select correct message through a righteous media with a righteous message proffered to the correct audience at perfect time (Vintilescu, 2013). Promotion is one of the fundamental component in marketing mix for distinct utilizers' items worldwide used to stir buyers purchase intentions (Esfahani & Jafarzadeh, 2012). This study has disclosed the same fact as the researcher has detected a positive association in between R-Sheen outlets promotional tactics and fashion utilizer's buying intention.

5.1 Conclusion

R-Sheen is an apparel store and a pioneer in fashion world having an extensive collection of product line e.g. men' formal,

informal/casual wear, women wear and kids wear as well. R-Sheen proffer high quality items and very well designed stuff to its clients. R-Sheen is prosperous in its goal to a very high level. R-Sheen is targeting from lower to upper all classes of society. R-Sheen apparel store is lending a lot so that to promote local fashion. R-Sheen is taking a very good vigilance of them through its fruitful marketing mix strategies. R-Sheen offers dissimilar packages at distinct seasons and events in order maximize their sales volume and market shares as well. R-Sheen is trying its best to make available its products to ultimate customers under regulation of dexterous fashion designers and workers with high skills from production to apparel stores. R-Sheen apparel stores are positioned in main shopping territories which makes ease for the customers to get access to them. These stores are very well decorated and managed matching the taste, choice and lifestyle of it clients. Through the successful promotional strategies of R-Sheen, it is now one of the leading fashion retail outlet and is considered as a symbol of style and fashion. At last, present research has revealed positive association b/w marketing mix's tactics of R-Sheen apparel outlets & its utilizer's buying intention.

5.2 Recommendations:

In the light of current study, R-Sheen stores should consider the below mentioned recommendations. Although consumer are happy with current strategy but still they should improve it by considering the below mentioned recommendations:

- i. They should establish research and development cell that should do marketing service and marketing research function.
- ii. They should develop R&D cell to perform their research function.
- iii. They should launch more product categories like foot ware, jewelry.
- iv. They should increase the variety of the product for gents and kids and they

- should also bring vibrant colors in product.
- v. The relationship between price and consumers purchase intention is weak as it is a premium brand but in order to attract more customers they should work on their price strategy.
 - vi. They should launch membership schemes or should give customers a benefit.
 - vii. They should launch a discount on occasions like Independence day, Eid day etc.
 - viii. For placement as in Peshawar R-Sheen recently launched its store on university road, so they should also launch stores in others areas of Peshawar where there exists a large market. E.g. they should select a place in Hayatabad and launch a store in order to cover this area as well.
 - ix. They should expand their business by opening their stores in other major cities of
 - xi. For promotion they should make their promotional campaign more strong.
 - xii. They should sign more male celebrities for the promotion of their gent's products, female celebrities for female products as well.
 - xiii. They should increase their advertisement campaigns so that they could get more customers.
 - xiv. They should work on publicity and should promote their brand through social and print media.

5.3 Directions for future researches:

The future researchers can direct their studies towards other brands. They can select single or multiple brands at the same time. They can extend the same study to other sectors e.g. telecom, banking, warehouse, shipping, insurance etc. They can go for diversified variables in order to get more systematically valid results.

5.4 Limitations of the study:

As the researcher had less experience in the field of research so he was unable to take a larger sample size. The researcher conducted questionnaire only from students of two universities as limited time and limited budget did not allow researcher to visit other universities. Although the researcher was less experienced in field of research but still he worked his level best in order to complete this research more effectively and efficiently.

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