

Factors influencing the establishment of brand equity in the Chinese clothing market a multidimensional analysis.

Li Fojun¹, Rozaini Binti Rosli¹

¹Research Scholar, Lincoln University College Lecturer, Lincoln University College

Corresponding author:

Li Fojun

Research Scholar, Lincoln University College

Cite this paper as: Li Fojun, Rozaini Binti Rosli (2023) Factors influencing the establishment of brand equity in the Chinese clothing market a multidimensional analysis.. Journal of Neonatal Surgery, 12, 192-199

ABSTRACT

This research paper focuses on identifying the factors that influence the establishment of brand equity in the Chinese clothing market through a multidimensional analysis. Brand equity is essential for clothing brands to differentiate themselves, build customer loyalty, and maintain a competitive edge in the Chinese market. This study examines various dimensions of brand equity, including brand awareness, brand image, perceived quality, brand loyalty, and brand associations, and investigates the factors that contribute to each dimension. The research methodology includes a mix of qualitative and quantitative methods, such as consumer surveys, interviews with industry experts, and analysis of brand performance data. By analyzing these factors and their impact on brand equity, this study aims to provide a comprehensive understanding of the mechanisms underlying brand establishment in the Chinese clothing market. The findings will be beneficial for clothing brand managers and marketers in developing strategies to build and strengthen brand equity, enhance customer perceptions, and achieve long-term success in the highly competitive Chinese clothing market.

Keywords: *brand equity, Chinese clothing market, brand establishment, multidimensional analysis, brand awareness, brand image, perceived quality, brand loyalty, brand associations, qualitative research, quantitative research.*

INTRODUCTION

The advent of social media in the contemporary era has been a game-changer for luxury enterprises. It has provided these companies with a new platform in which they can display innovative strategies for recruiting and satisfying their target market. Social media reaches a big number of internet users and gives chances that have never been seen before for a company to shape its reputation and image. Social media is rapidly growing the breadth and depth of marketing channels.

The influence that social media has on the desire of consumers to spend money on luxury products has garnered the greatest attention. In the early 2010s, there was a shift away from conventional media toward social media; it is essential to have an understanding of the rising relevance of social media in the current day. This research helps to close a gap in the existing body of knowledge by developing a tried and true method for studying the effects of traditional and online advertising on the perceived value of brands as well as the social status that is associated with the consumption of those brands in the four most populous cities in the United States. The findings of this study may provide a comprehensive strategy for marketers of luxury brands, one that may influence consumers' valuation of the fashion industry and their commitment to particular brands, two factors that play a role in consumers' propensity to make a purchase. This strategy may influence consumers' valuation of the fashion industry and their commitment to particular brands, one that may influence the findings of this study (Jhamb et al., 2020).

In order to obtain and maintain a competitive edge over their contemporaries, it is essential for multinational corporations (MNCs) that do business in developing regions to put a significant emphasis on the creation of good brand equity. These kinds of markets might have higher levels of rivalry than their more developed equivalents, in addition to a wider variety of client cultures and preferences towards different brands. The consumer cultures and tastes of different countries, most notably China, are constantly evolving, which presents a challenge for multinational businesses (MNCs) based in other countries. Customer-based brand equity, also known as CBBE, is one of the most widely used techniques for predicting consumer behaviour. CBBE is defined as "the differential effect of brand knowledge on consumer response to the marketing of the brand," and it is widely considered to be one of the most accurate methods available. There have been a lot of different efforts made to measure brand equity, and a lot of different writers have presented their own techniques and metrics for doing so.

Because the key CBBE models, such as and, have only been around for a short period of time, it is possible that their applicability in emerging nations such as China is limited (Leung, 2008).

Learning how different cultures interpret the notion of brand equity might be illuminated by finding out how the term is regarded in China. A qualitative technique that was based on in-depth interviews was used to develop both the conceptual model as well as the primary questionnaire survey that was conducted with a sample of Chinese smartphone customers. We decided to conduct in-depth interviews since they enable us to have a better understanding of the thoughts and feelings of customers about goods and services. The findings of the study may serve as the basis for the construction of a conceptual model, which, once completed, can be validated by the

conduct of quantitative research. Because of the high demand for the product in China, which is

now the biggest smartphone market in the world, the brands of smartphones have been the key focus of the study.

As a consequence of China's adoption of CBBE, the purpose of this study is to determine whether or not it is possible to make a meaningful contribution to the area of international business. To begin, the results from our qualitative interviews reveal that the popularity of the brand, the area of origin, and the brand mianzi are three of the most crucial criteria for Chinese buyers to consider when purchasing a brand of smartphone. This was found to be the case in China. Second, we propose that the axis of CBBE be renamed "brand mianzi," with "brand fame" and "nationality" functioning as the primary factors that influence its values. The findings of our quantitative data analysis support the validity of this conceptual model. These findings, which give crucial implications for the marketing strategies used by managers of international businesses, are shown below.

It is usual practise to consider the marketing strategy to be the single most important component to take into account when it comes to constructing a solid reputation for a business. This is because the marketing plan is the vehicle via which customers are exposed to the brand. Throughout the course of human history, a considerable amount of research has been carried out in order to understand the multiplicity of ways in which various components of the marketing mix have an influence on brand equity. On the other hand, the large majority of those research were carried out in the United States or other Western nations, which shows that the results may not be relevant to other areas of the globe. Be applicable to the industry as a whole without the need for preparatory testing to be carried out via the use of empirical methods. On the other hand, in order to investigate the relationship between the operations in marketing and the growth of brand equity for international apparel brands that are sold in the Chinese market, this research makes use of a model that has been developed and is known as the Brand Equity Creation Model. This model was developed in order to investigate the relationship between the operations in marketing and the growth of brand equity for international apparel brands that are sold in the Chinese market. This model was designed in order to explore the link between the operations in marketing and the expansion of brand equity for multinational garment companies that are sold in the Chinese market. Specifically, this investigation will focus on brands of clothing that are sold in China.

Brand awareness:

The findings of previous studies indicate that brand awareness plays a role in the formation of brand equity. These findings can serve as a reference point when formulating a strategy to increase the perceived worth of a brand in the eyes of consumers. This is a prerequisite in order for the brand in question to be included in the group of brands that are being considered for acquisition. For instance, Erdem and Swait (1998) found that customers may use brands to learn about product positions and gain confidence in the veracity of product claims when they are uncertain about such aspects. This was found to be the case when customers utilised brands. The predicted utility of the consumers goes up, but their information prices and perceived risk go down. Increased brand recognition may also have a positive effect on consumers' perceptions of the qualities a brand possesses as well as their level of trust in the claims made by the company. Two indicators of brand awareness are the extent to which a brand is recognised and remembered as well as the variety of situations in which it is regarded as a viable option for purchase and use. In order to increase consumer recognition of a brand, it is necessary to educate customers about the product

and to establish links between the brand, the consumers of the product, and the contexts in which it is used

Brand association:

Some experts in the field of marketing have proposed that the most essential component of brand equity is the associations consumers have with a company's products. There are two different channels via which brand associations might contribute to the equity of a brand. The gaps that exist between consumers' and industry experts' perceptions of a product's attributes and that product's objectively ascertained values are the first step in the process of establishing attribute-based brand equity. Second, the connections that customers have with a brand contribute in a way that is independent of the characteristics and benefits of the items themselves to the overall preference that customers have for the brand. Image-based marketing has the potential to provide intangible benefits by increasing a brand's likeability and improving the effectiveness of its executions. An image of a user, an image of a product being used by a user, or an image of a setting in which a user finds themselves utilising a product all have the ability to impart a unique personality on a brand. To avoid any confusion, we will refer to the first type of relationship as an attribute-related association and the second type of association as a non-attribute-related association.

Objectives

The Study Establishment of Brand Equity in The Chinese Clothing Market.

The Study Findings Will Be Beneficial for Clothing Brand Managers and Marketers in Developing Strategies.

Research Methodology

Researcher performed a rigorous cross-sectional investigation. The cross-sectional design necessitated a single point in time data collection, which was quick and low-cost. Because of the short timeframe and limited resources, the researcher opted for a quantitative approach. Rao-soft software was used to estimate the sample size of 600; 775 questionnaires were distributed; 662 were returned; and lastly, 13 questionnaires were deleted owing to incompleteness of the questionnaire. The study included 649 people from China as respondents. Using random sampling, all respondents were approached for the survey. Participants who decided to participate in the study were given information about it by the researcher, who was also on hand to answer any questions they had while they were waiting to finish their shopping. When a respondent was unable to read or write, or was confined to a wheelchair, the researcher read the survey questions and response categories to them, and then recorded their responses in the survey form as they were said. In some places, people were given questionnaires to complete and return all at once.

Study Area:

The study was conducted in fashion clothing market, clothing factories, clothing retail market, shopping malls, on China. The study sites were chosen because of consumers availability at the sites to purchase various brands.

Data collection:

The researcher conducted mixed method research for the study through survey and interview. The details of the survey collection method and interview are described below.

Respondents first answered control questions regarding their the chinese clothing market, to predict the establishment of brand equity and size of their organization. This left a sample size calculated from Rao Soft and the sample size was 600

Likert scale, rating system, used in questionnaires, that is designed to measure people's attitudes, opinions, or perceptions. Subjects choose from a range of possible responses to a specific question or statement; responses typically include "strongly agree," "agree," "did not answer," "disagree," and "strongly disagree." Often, the categories of response are coded numerically, in which case the numerical values must be defined for that specific study, such as 5 = strongly agree, 4 = agree, and so on.

In the study the researcher viewed in demographic details that included Gender, the age group of the respondents, the occupation of the respondents, the tenure of work for the respondents, the technical knowledge for the respondents, the surveillance skill for the respondents and the last one is Income of the respondents. That all are included in demographic details.

The questions from 1-20 follow the Likert scale mentioned above and it provides us with the chinese clothing market, to predict the establishment of brand equity.

Sample:

Data for the study was collected collection method and interview. Sample Size calculated through Rao-soft software was 600, total 775 questionnaires were distributed, out of which 662 questionnaire were received back, and 13 questionnaires were rejected because they were incomplete. The final number of questionnaires used for study is 649 with 297 females and 392 males respectively. The member of the study surveyed were the following: Teacher 137 respondents (21.0%), Designer 123 respondents (19.0%), Engineer 96 respondents (15.0%),

Doctor 89 respondents (14.0%), Business Analyst 107 respondents (16.0%), Pvt. Employee 97 respondents (14.0%)

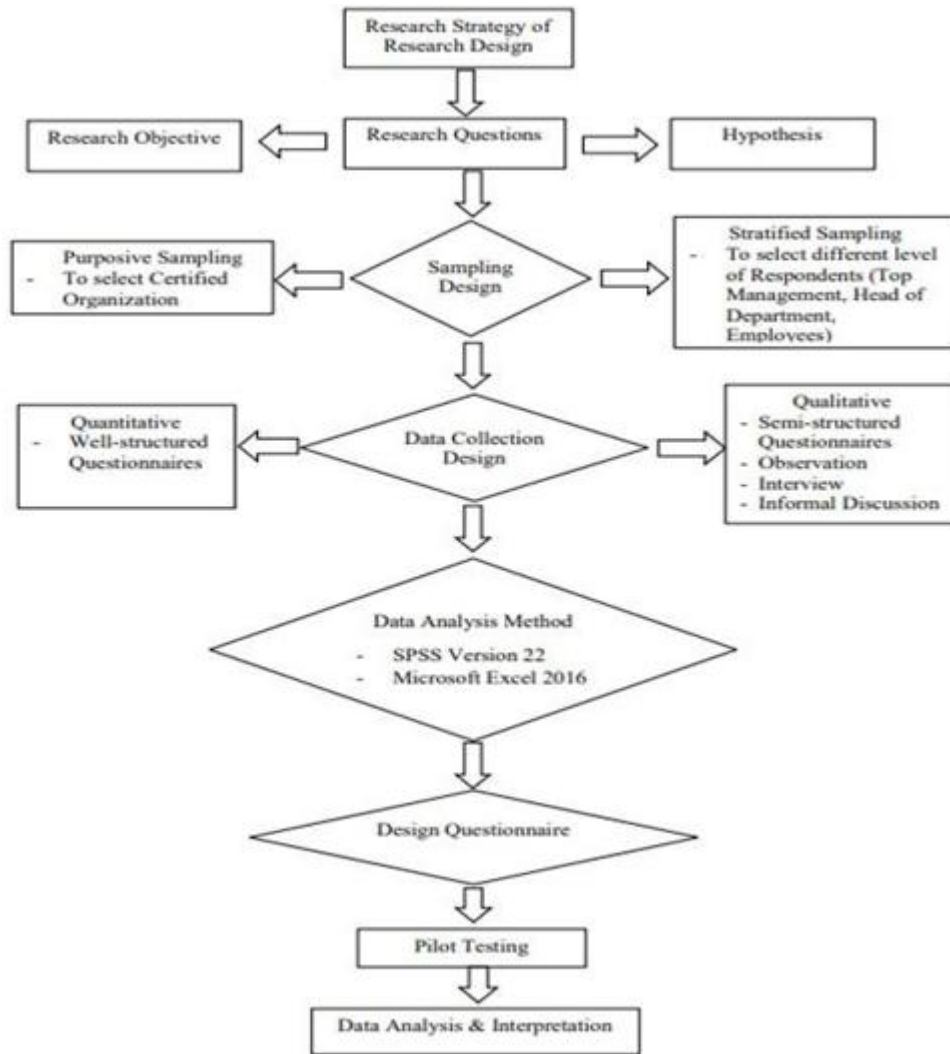


Figure 1 variables are age, gender, income and expenses

Variables:

A characteristic, number, or quantity is referred to as a variable if it is capable of being counted or quantified. It's possible to refer to a variable as a data item as well. Some examples of variables are age, gender, income and expenses of a business, country of birth, amount of money spent on capital expenditures, class grades, eye colour, and type of vehicle.

The study was assessed using 4 independent variables and 1 dependent variable, the questionnaires was formulated on the basis of the various independent variables as following:

Brand equity:

When compared to a generic version of the same product, the value of a brand-named good or service can command a price premium over its generic counterpart. This value premium is referred to as "brand equity." Adding value to a company's brand can be accomplished for individual items by making them more memorable and easily recognisable, as well as more reliable and of higher quality. Brand equity refers to the level of sway a brand name possesses in the minds of consumers, as well as the value of possessing a brand that is recognisable and favourably thought of by people. Companies build up their brand equity by providing customers with favourable experiences that encourage them to continue purchasing from the company rather than from competitors who produce products that are functionally equivalent.

The value that your company receives from your brand is what is meant to be understood by the term "brand equity." This value may be obtained through better revenues, fewer marketing costs, premium pricing, or even superior negotiation power with third-party suppliers.

Data Analysis

A method for reducing the number of variables to be analysed, Principal Components Analysis (PCA) finds the subset of variables (components) that best explains the data. We can use the following scenario to illustrate this point. Let's pretend the survey the researcher uses to gauge participants' resolve contains 25 items. Researchers hope to shorten the survey's length by cutting down on the amount of questions. Using PCA to find and eliminate duplicate items is a good way to streamline the survey. If, for example, questions 22 and 25 are quite similar (they ask the same thing but in slightly different ways), then one of them can be eliminated. We can get down to the essential questions or variables using the PCA method.

Exploratory factor analysis is another name for PCA, which is also quite perplexing exploratory factor analysis (EFA). Because the EFA researcher is actually interested in components rather than factors, the use of the word "factor" is both misleading and inaccurate. As a form of factor analysis, PCA is supported by several programmes.

Like exploratory factor analysis, principal components analysis is a method for reducing the number of variables to be considered. The goal of this method is to collapse a large number of independent factors into a smaller number of artificial variables, or principal components, that together explain the majority of the variation in the original independent variables.

Standard applications of PCA include: If a researcher has previously measured multiple variables (say, 7-8 variables, each represented by 7-8 questions/statements in a questionnaire) and believes that some of these variables measure the same underlying construct (say, depression), then the researcher may only want to include the variables (questions/statements) that they believe most closely represent the construct in the measurement scale (e.g., your questionnaire) (e.g., depression). Therefore, we need to see if the construct under study "loads" onto all or some of the variables. This is useful for (a) testing whether a new measurement scale (e.g., a questionnaire) can be shortened to include fewer items (e.g., questions/statements), possibly because such items may be superfluous (i.e., more than one item may be measuring the same construct) and/or there may be a better way to measure the construct of interest; and (b) if want to test whether an existing measurement scale (e.g., a questionnaire) can be (i.e., response rates tend to be higher in shorter questionnaires). Just a few examples of how frequently people employ principal component analysis are listed above.

Table 1: Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 25 years	175	27.0	27.0	27.0
	25-35 years	182	28.0	28.0	55.0
	35-45 years	149	23.0	23.0	78.0
	45-60 years	143	22.0	22.0	100.0
	Total	649	100.0	100.0	

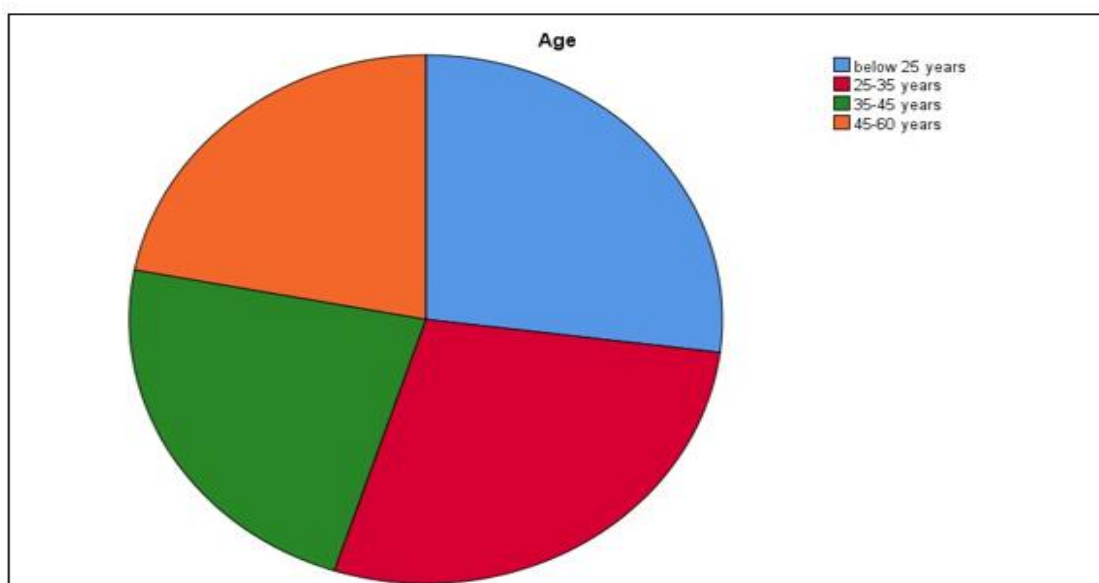


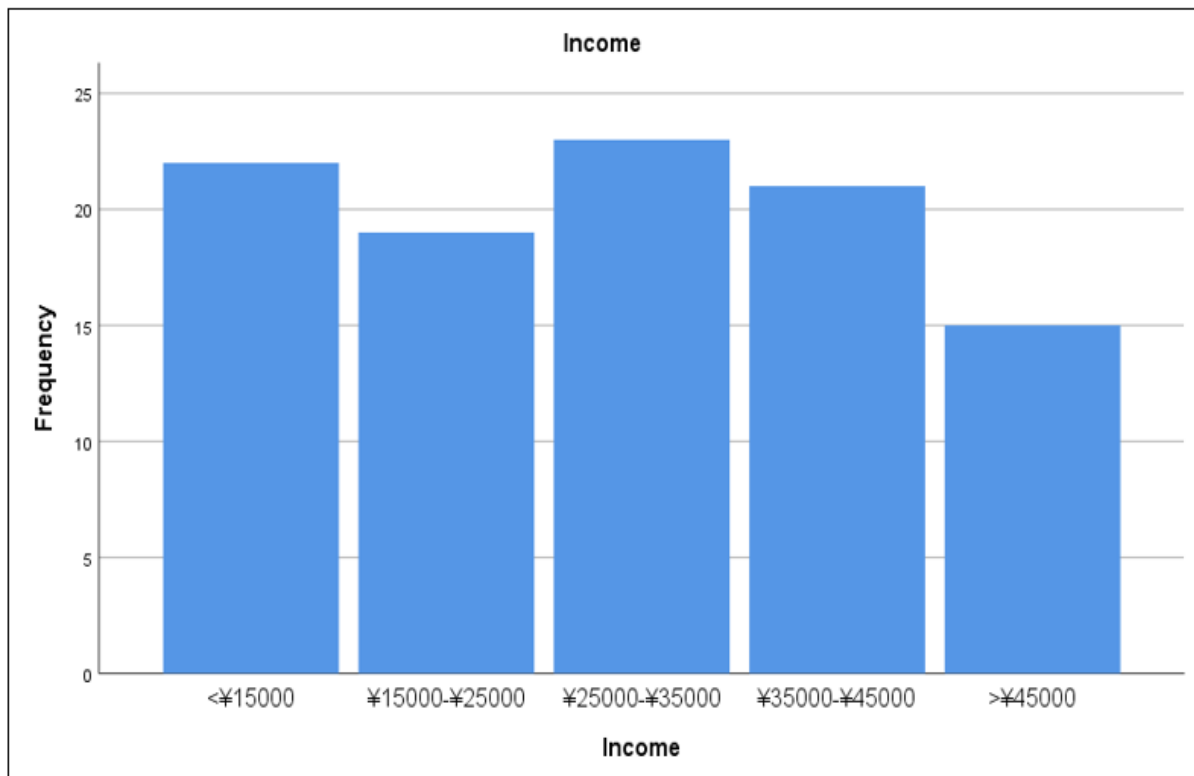
Figure 2: Age

Table and figure 13 showed the demographic information of the respondent's age were majority of the participants respondents in this study were within the age of <25 years with the percentage of 27.0% (N=175). The second largest number of respondents were in the category of 25-35 years with highest the percentage of 28.0% (N=182). And the least respondents were at the age of 45- 60 years reached 22.0% (N=143).

Table 2: Income

Income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<¥15000	143	22.0	22.0	22.0
	¥15000-¥25000	123	19.0	19.0	41.0
	¥25000-¥35000	149	23.0	23.0	64.0
	¥35000-¥45000	136	21.0	21.0	85.0
	>¥45000	97	15.0	15.0	100.0
	Total	649	100.0	100.0	

Fig.3: Income



As per the table and figure 14 the demographic information of income for the participants in the study is shown. The highest number of respondents for the income group was of 25000-35000 23.0% (N=149) and the least income of the respondent's is >45000 15.0% (N=97).

Table 3: Occupation

Occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Teacher	149	23.0	23.0	23.0
	Designer	130	20.0	20.0	43.0
	Engineer	91	14.0	14.0	57.0
	Doctor	78	12.0	12.0	69.0
	Business Analyst	110	17.0	17.0	86.0
	Pvt. Employee	91	14.0	14.0	100.0
	Total	649	100.0	100.0	

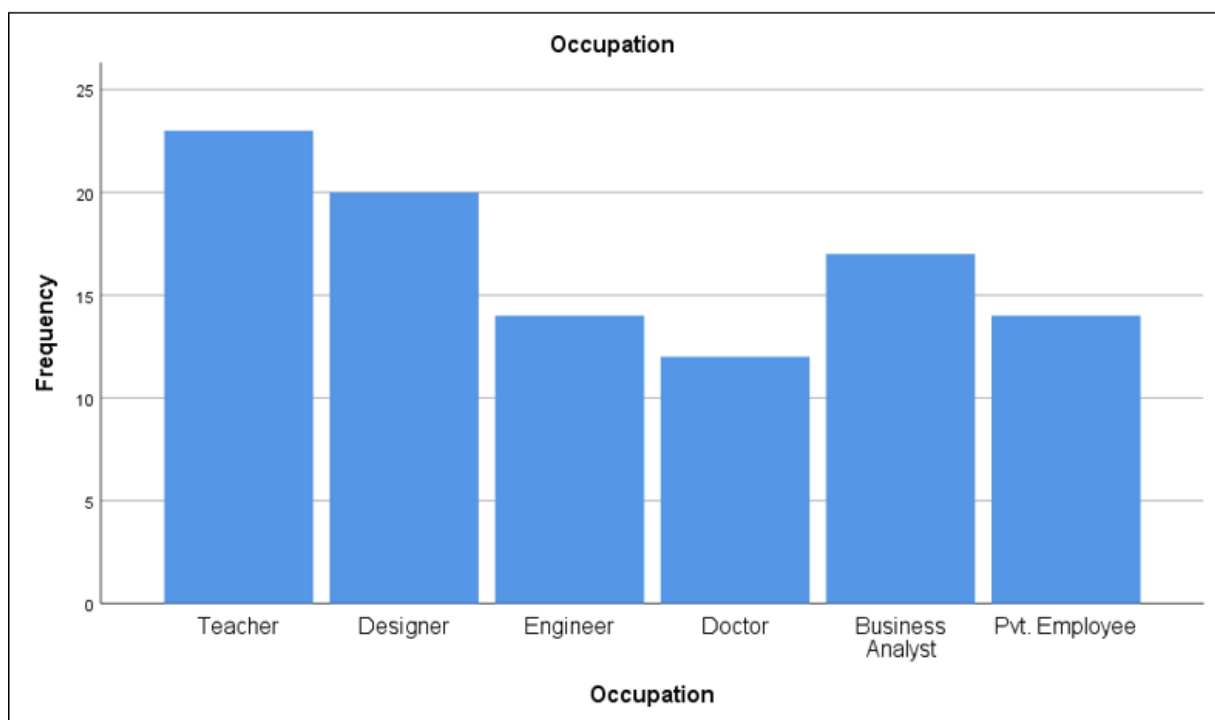


Fig.4: Occupation

Table and figure 15 showed the demographic information of the respondent's occupation. In this study the data comprised of the highest number occupation of the respondents is teacher 23.0% (N=149), Designer 20.0% (N=130), Business Analyst 17.0% (N=110), Engineer 14.0% (N=91), Pvt. Employee 14.0% (N=91) and the least number of occupations for the respondents is Doctor 12.0% (N=78).

CONCLUSION

This study found that many types of marketing activity connect with various dimensions of brand equity, which is consistent with the findings of Yoo et al. (2000) and Yoo and Donthu (2001). Chinese consumers are beginning to appear and behave more like their counterparts in more industrialised nations as the country's middle class continues to grow and the market continues to become more global. The directional relationships between brand equity and each of the investigated variables, including perceived quality, brand awareness, brand image, and brand loyalty, were found to be contentious. This finding was consistent with what was discovered in the literature review. On the other hand, ANOVA was applied in order to investigate their linkages in the Chinese market using the data from the study. The data may be able to be utilised by marketers as a means of informing decisions on distribution strategy in the Chinese market

REFERENCES

1. Huerta-Álvarez, R., Cambra-Fierro, J. J., & Fuentes-Blasco, M. (2020). The interplay between social media communication, brand equity and brand engagement in tourist destinations: An analysis in an emerging economy. *Journal of Destination Marketing & Management*, 16(1), 100413.
2. Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking: An International Journal*, 25(9), 3882–3905
3. Husain, R., Alam, A., & Khan, B. M. (2020). Impact of trait of vanity and social influence on luxury brands-a study on indian luxury consumers. *Elementary Education Online*, 19(4), 5375– 5380.
4. Valaei, N., & Nikhashemi, S. R. (2017). Generation Y consumers' buying behaviour in fashion apparel industry: A moderation analysis. *Journal of Fashion Marketing and Management: An International Journal*, 21(4), 523–543
5. Wilcox, K., & Zaichkowsky, J. L. (2020). The evolution of counterfeit luxury consumption.
6. In *Research handbook on luxury branding*. Edward Elgar Publishing.
7. Lesmana, R., Widodo, A. S., & Sunardi, N. (2020). The formation of customer loyalty from brand awareness and perceived quality through brand equity of xiaomi smartphone users in south tangerang. *Jurnal Pemasaran Kompetitif*, 4(1), 1–12.
8. Sasmita, Jumiati and Norazah Mohd Suki. (2015). Young Consumer's Insights on Brand Equity: Effects of Brand Association,
9. Brand Loyalty, Brand Awareness, and Brand Image. *International Journal of Retail and Distribution Management*,
10. Severi, Erfan and Kwek Chun Ling. (2013). The Mediating Effects of Brand Association, Brand Loyalty, Brand Image, and
11. Percied Quality on Brand Equity. *Journal of Asian Social Science*, Vol. 9 No. 3, pp. 125-34. Sasmita, Jumiati and Norazah Mohd Suki. (2015). Young Consumer's Insights on Brand
12. Equity: Effects of Brand Association,
13. Brand Loyalty, Brand Awareness, and Brand Image. *International Journal of Retail and Distribution Management*,
14. Zang, Z., Wang, X., Yang, H., & Chen, C. (2020). “Be myself” or “Be friends”? Exploring the mechanism between self-construal and sales performance. *Asian Business & Management*, 55(2), 1–24.
15. Altaf, M., Iqbal, N., Mohd Mokhtar, S.S. and Sial, M.H. (2017), “Managing consumer-based brand equity through brand experience in Islamic banking”, *Journal of Islamic Marketing*