

“A Study On Customer Perception with Regards to the Fast Fashion Industry”

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Abstract

The aim of the study was to understand the expectations of customer and their perception towards Fast fashion industry has been studied and investigated through primary and secondary data. The reason behind choosing this topic is in 2021, no one has made the research papers based on customer's perception and their expectation towards fast fashion industry. Also, in this covid situation it was necessary to understand their perception towards fast fashion industry.

Researcher have collected data from 100 plus sample size. Judgmental sampling technique is used for this study. The questionnaire was created with the help of Google form. The entire analysis had done using MS excel, cross tabulation, one-way univariate graphs.

KEYWORDS: consumer perception, fast fashion

1. INTRODUCTION:

Fast fashion became common because of cheaper, speedier manufacturing and shipping methods, an increase in consumers' appetite for up-to-the-minute styles, and the increase in consumer purchasing power especially among young people to indulge these instant-gratification desires. The aim of the study was to understand the expectations of customer and their perception towards Fast fashion industry.

2. REVIEW OF LITURATURE:

Kotler and Armstrong (2010) state that a company that implements fast fashion can recognize and respond to fashion trends very quickly, create products that mirror these trends, and get those products onto the shelves much faster and more frequently than the industry norm.

Muran, L. (2007) fast fashion has risen rapidly to become the new bright spot in the world's clothing market. Fast fashion is a term used to describe clothing collections which are based on the most recent fashion trends presented at Fashion Week in both the spring and the autumn of every year (Muran, L, 2007).

Blackwell et al. (2006) According to Blackwell et al. (2006) the consumer decision process (CDP) model "represents a road map of consumers' minds that marketers and managers can use to help guide product mix, communication, and sales strategies." This model defines seven steps that consumers undertake when making their decisions in order to satisfy their wants and needs. These seven steps are described as recognition, search for information, pre-purchase, purchase, consumption, post-consumption evaluation, and divestment (Blackwell et al., 2006). The goal of creating this model was to analyse how the individual sorts through facts and influences to make logical and consistent decisions (Blackwell et al., 2006).

Hines (2004) has also identified a number of characteristics of fast fashion, which again include the fast store throughput time which in turn attracts increased footfall through more frequent store visits, replenishment lead times cease to be an issue because the retail organisations operating in the fast fashion sector do not replenish but rather move on to something new, and hence fast fashion is essentially new fashion.

Clifton and Simmons (2003) According to Clifton and Simmons (2003, p6) “branding needs to start with a clear point of view on what an organisation should be about and how it will deliver sustainable competitive advantage; then it is about organising all product, service and corporate operations to deliver that.” A brand is a name in every consumer’s mind (Mooij, 1998) and it is characterised by a noticeable name or symbol which can differentiate the goods and services from its rivals (Aaker, 1991; Keller, 1998). A brand may contain variations of the following: a name, letters, numbers, a symbol, a signature, a shape, a slogan, a colour, and a particular typeface (Clifton and Simmons, 2003).

Feldwick (2002) has suggested that brands become associated with certain types of people, with certain occasions or emotional values. Kapferer (1992) has pointed out that brands can become part of a strategy aimed at differentiating supply, where companies seek to fulfil the expectations of a specific group of customers better. These can provide an ideal combination of attributes which are tangible and intangible, practical and symbolic, visible and invisible. Kapferer (1992) also shows that a brand tells why products exist, where they come from, and where they are going.

Chernatony and McDonald (1998) point out that the purpose of branding is to facilitate an organisation’s task of getting and maintaining a loyal customer base in a cost-effective manner and to achieve the highest possible returns on an investment. Researchers agree that these factors apply very much in the case of Zara, where loyal customers repeatedly buy their products and are also willing to support them in a long-term relationship, as Zara is based on fashion but at a price that is not high. The characteristics of brands can be set at four different levels, these are: generic, expected, augmented, and potential (Chernatony and McDonald, 1998).

3. OBJECTIVES:

- To check the brand preference of customer from fast fashion industry.
- To understand the expectations of customer from fast fashion clothing.
- To compare various fast fashion brands with each other.

4. RESEARCH METHODOLOGY:

Research design used for this research is single cross-sectional descriptive research design. Primary data was collected through a questionnaire. In non- probability sampling technique, the method used was judgmental sampling technique. The survey method was used to reach out to 100 respondents.

5. RESULT AND DISCUSSION:

5.1 To check the brand preference of customer from fast fashion industry.

Sr.no.	Brands	Preference Level
1	H&M	60%
2	ZARA	26%
3	Forever 21	21%
4	SHEIN	13%
5	Amazon	86%
6	Mango	3%
7	Urban Outfitters	15%
8	Top Shop	10%
9	Urban Suburban	10%

10	Uniqlo	2%
11	Bershka	2%

In this table, it indicates the brand preferences of customer. Most of the people are preferring Amazon (86%) & H&M (60%). ZARA and Forever21 preferred by 26% & 21% people resp. Urban Outfitters and SHEIN preferred by 15% & 13% resp. 10% people are preferring Top Shop & Urban Suburban. Mango (3%), Uniqlo (2%) & Bershka (2%) are the most least preferred brands.

5.2 To understand the expectations of customer from fast fashion clothing.

Sr. no.	Expectations	Percentage
1	Service	15%
2	Comfort	77%
3	Design	50%
4	Price	69%
5	Quality	92%
6	Brand	44%

In this table, it indicates customer's expectations from fast fashion brands. Most of the customers (92%) expect good quality product. Almost 77% & 69% customers expect comfort & good value for money resp. Almost 50% & 44% customers expect good design & brand resp. Only few people (15%) expect good service.

5.3 To compare various fast fashion brands with each other.

%	High qualit	Overpr ic ed	Uniqu e	Relia bl e	Good value for money	Poor qualit	Don't know
H&M	31%	26%	11%	11%	11%	0%	10%

ZARA	21%	40%	16%	6%	8%	0%	8%
Forever 21	15%	18%	18%	26%	10%	2%	13%
SHEIN	8%	11%	19%	15%	19%	11%	16%
Amazon	10%	5%	5%	27%	45%	6%	2%
Mango	2%	15%	13%	15%	8%	6%	42%
Urban Outfitted	5%	11%	18%	10%	15%	3%	39%
Top Shop	3%	15%	18%	8%	11%	3%	42%
Urban Suburba	5%	11%	6%	1%	5%	3%	48%
Uniqlo	3%	13%	13%	7%	11%	5%	48%
Bershka	5%	11%	10%	10%	10%	6%	48%

In this table, it indicates the comparison between many fast fashion brands. As per given data, H&M provide high quality products. ZARA provides overpriced products. SHEIN has unique but poor- quality products. Amazon is reliable & provide good value money. Urban Suburban, Uniqlo & Bershka are the unknown brands for many people.

6. CONCLUSION:

From this project, there has to be aggressive and strategic action plan in order to get success in the market.

H&M & ZARA has excellent quality in their services. They have their specific targets. Amazon has variety of services. All the brands always come with an effective promotional plan which increase the attention of consumers.

These brands know how to fulfil consumer's expectation by giving them best services. Also, these brands have made many campaigns so that Customers will attract. With best services and good product customers are engaging with them and they are happy.

Every brand has tried their level best to increase the awareness regarding fast fashion industry and that will help to build the brand image in the minds of their consumers.

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