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Scandinavians Fashion Brands

Finding the puzzles between marketing
strategy and Swedes customer behaviour

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1. Summary

Fashion is one of the most profitable industry in the world, Sweden has been seen as a fashionable nation, thanks to the big fashion brands that consumed by most of the Swedish of all segment. Scandinavian fashionbrands which is analyzed on this thesis is H&M, Kappahl, Ginatricot, Dressman, and JackJones. All of these fashionbrands are analyzed based on their marketing strategy, then compared to the result from the quitionaires about these brands. From the questionnaires, it can be found which kind of marketing strategy profitable for their segment. The result of this research show that most of the company know much about their customers, they do the right thing especially with the product design. Sometime the companies do the unuseful marketing that's wasting money because the customers don't react on the desirable behaviour.

2. Words of Gratitude

This thesis wouldn't be done if there is no guidance from Karin Brunsson as my supervisor, this thesis and the whole master programme is being carried out under my dad's never-ending courage for me, and also support from My mom, my sister, my brother and my husband.

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1. Introduction

Some people care about fashion, some people claims that they don't care at all about fashion, but all of them still consuming clothes and acesories. Fast fashion brands industry is a multibillionaire industry and Scandinavian countries have quite a lot companies who are doing very good and some of them have huge market outside Europe.

1.1 Background

Fashion industry is believed as one of the fast growing and profitable industry in the economy, it's including apparel, accessories, and luxury goods. It's estimated to be worth USD 1217 Billion in 2006 and estimated will grow more at this moment. Europe union had employed 83.000 in 2006 for their fashion industry, which 60% of the fashion products are manufactured in China. (Easey, 2009). Undeniable Fashion industry is a very highly competitive and constantly changing market that needs to be concerned by the marketers if they want to win the market. Diversity remains the key feature for the retail fashion brands, also knowledge of the marketing and acknowledgement of the consumer's taste. The manager thinks as design should be based solely on marketing research, with the assumption that they have to make what they can sell (Easey, 2009). The marketers also have to take advantages of the consumer behaviour with the act of reducing the frequency and season-ending sales (Cachon and Swinney, 2009).

Fashion are a very interested lifestyle, that mainly loved by women, nevertheless they are a lot of thing that drives fashion attitude among consumers. Mass media (such as magazine, television, newspaper, etc), Culture, Social class, Demographic, and Personality (Schiffman & Kanuk, 2007). When people buy clothes they buy identity, they try to display how they want to be by wearing the clothes they have chosen. (Tungate, 2008). Clothes also function as symbols that indicate status, gender, social group allegiance and personality. (Craik, 2009).

Fashion taste and shopping experience can be very personal experience for the consumers, because they have different motivation and sometimes they don't realize that motivation. This study will try to capture their behaviour and their motivational factors when they shop clothes.

1.2 Problem and Purpose

The aim for this study is deepen the understanding of Swedish consumers behaviour towards the fashion marketing of Scandinavian brands, in 2008 Swedes consumed fashion for 75.1 billion SEK, and exports were over 11 billion, and this figures from the Statistic Sweden (SCB) doesn't include the products that produced outside Sweden (visitsweden.com). As a matter of fact, Swedish consume much more than those figures and this field is a clearly profitable industry, which is why there are lots of Scandinavian fashion brands in the market right now.

Most firms manufacturing designer apparel are trying to bridge intercultural differences and building cultural consonance across consumer segments on a variety of contexts that stimulates interest in fashion apparel. "Customer centric market strategy developed on self-esteem attributes of consumer is used by the firms to enhance purchase intentions towards fashion apparel" (Horowitz, 2009).

Advertising is the major way to attract potential consumers and customers. Advertising can arouse the profitable consumer behaviour, but the consumer behaviour is complex and affected by a lot factors, for example personalities, demography, local culture, and etc (Schiffman& Kanuk, 2007). This study will try to compare between the marketing strategy and customer's behaviour variables. The study examines the determinants of consumer behaviour and their impact on purchase intentions towards buying behaviour. This study will try to solve the puzzle between the marketing strategies the companies do with the up to date

realities of the customers, and is the marketing strategy is really necessary or profitable for the customers.

1.2 Research Questions

1. What is the profile, personality, and the behaviour of Swedish fashion consumers?
2. How the marketing strategies of the selected Swedish fashion brands match their customers buying behaviour?

2. Theoretical Framework

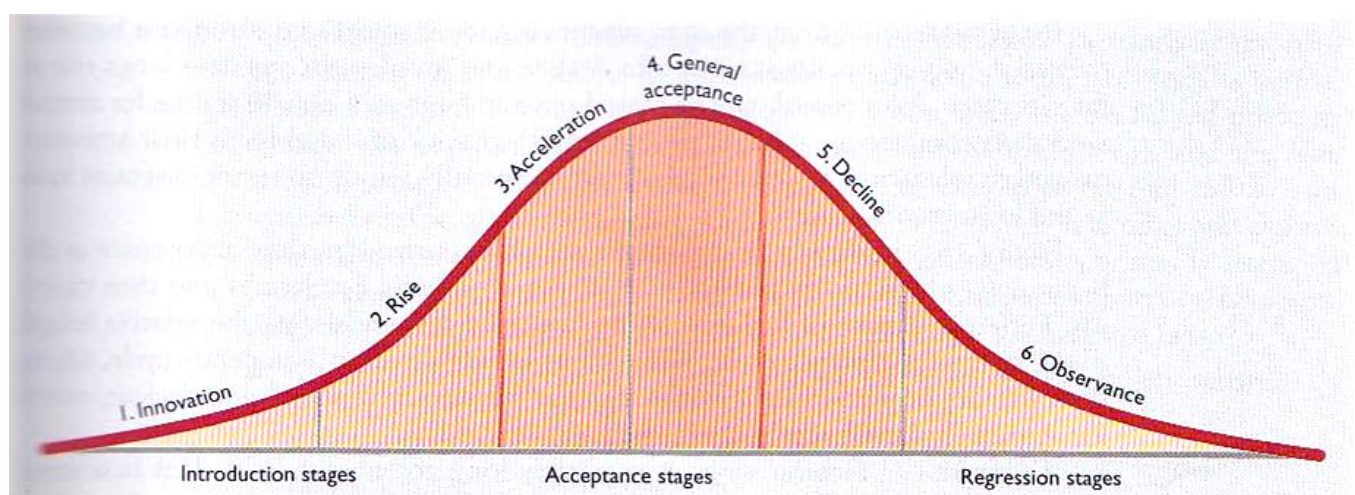
In this part, the theory that connected and support the argument about fashion marketing will be discuss, this part will a fundamental part for analyzing the companies and the quitionaires.

2.1 What is fashion?

Fashion is described as popular style of clothes, hair and etc, or popular way of behaving –doing something, or business of making and selling clothes. (Oxford dictionary, 2008). Fashion is dynamic; always change from time to time. The fashion industry starts in the 20th century, before that all the clothes are custom made. The fashion industry contained of four levels: the production of raw materials (including fibres and textiles but also leather and fur); the production of fashion goods by designers or manufacturer; retail sales; and various forms of advertising and promotion (Easey, 2009). Fashion is the process of social dispersal by which a new style is adopted by some groups of consumer fashion also including all types of cultural phenomena including art and science, so fashion isn't only about clothing and accessories (Solomon, Bamossy, and Askegaard, 1999), even though this study focuses on clothing and accessories . Fashion can be recycled through the period of them (see figure 2.1). The company who made the innovation (no.1) is usually Haute Couture or Designer

House (which also sell in a high price), the fast fashion company (who is very trendy such as H&M, ZARA, etc) usually following them in when the fashion style is rising (no.2) and accelerating (no.3). When the customers accept the fashion in general (no.4) there must be a lot company start producing and distributing this fashion clothing, and in the stage of declining and forward, this entire fashion trend started to be on the “sale or discount” shelves while another trend on rise (no.2) and enter the market. However there is some fashion designs that never go declining, they always be in the general acceptance stage, which a lot of people still keen on this fashion and it’s still being sold by some fast fashion company- often this fast fashion company only sell this kind of “basic” fashion such as t-shirts and jeans (example : Abecrombie and Fitch).

Figure 2.1 the normal Fashion Cycle



Source: The Social Physiology of Clothing (Kaiser, 1995)

The fashion industry can categorized based on the price and their type of design. First, most expensive and unique fashion brands are the Haute Couture, and these companies are decided by *Chamber Syndicale de la Haute Couture* in Paris . This Haute Couture brands have a very exquisite , unique and exclusive design, usually made-to-order for a specific customer (usually wealthy society, perceived as symbol of status). Second, Ready-to-wear (*Prêt-à-porter*), usually made by the Haute Couture designers as well, this kinds of brand have higher

return on investment than Haute Couture. The Ready to wear fashion industry usually have quite high prices which only can be afforded by high-class society. The third is the Fast Fashion Brands (Mainstream Brands) whose markets are middle-lower class society. The fast fashion system associate as short production and distribution lead times, and highly fashionable (trendy) product design (Cachon & Swiney, 2011). The haute-couture and the Luxurious ready to wear's designs are often driving the fashion of the world, even though not every society can accept exactly the same fashion. Usually the fast fashion are more adaptable with the society rather than Haute couture, the Haute couture rarely relatively doesn't follow today's preference on fashion, instead they drive what's in and what's out. H&M is fast fashion retail company which basically following the principle of fast fashion" retailing which combine at least two combination: 1. Short production and distribution lead time(Quick response technique) and highly fashionable(Passariello2008, Rohwedder and Johnson 2008). Fast fashion brands have become a great phenomenon in the fashion industry, where the customers can find clothes that is popular or trendy in the cheaper price. The fast fashion concept has the roots on the innovation of Quick Response marketing in the late 1970s, the Quick Response marketing aim is to meet the customers demand with the right amount of quantity, variety, and quality at the same time (Harrison & Hoek,2008). H&M is one of the biggest examples of fast fashion brand. Fast fashion brands usually has the low price (compared to the luxurious brands) , but they have the customers usually need to repurchase another one since the previous clothes got outdated fast and this is apply to the fashion conscious customers (Hines and Bruce, 2007). But the retail fashion brands usually only have 20% of the fast fashion collection and 80% of them is the basic classic collection which can last longer in the term of style (Bruce and Daly,2006). The characteristic of the fashion brands are their products are mimicking the high-end fashion (launched by luxurious brands), their clothes are inexpensive and they deliver to customers in a very rapid speed,

they also produce with the smaller amount and also not being replenished to minimize the inaccuracy risk (Hines and Bruce, 2007)

2.2 Fashion Brand and Fashion Marketing Mix.

Brands often has clearly image or personality created by advertising, packaging, branding and another kind of marketing strategy, customers often choose the product because of its personality resemble to their own personality, or they might be wanted to have that personality(Solomon, Bamossy, & Askegaard, 1999). Consumers subscribe to the notion of brand personality, the fashion brands usually tributes some attributes of personality such as Levi's jeans 's personalities are dependable, rugged, real, authentic, and American-western (Schiffman & Kanuk, 2007). The product attributes relate strongly with the brand image, the offering made by the company can be analysed in three level: core attributes (three basic in fashion clothing is protection, modesty, and beautification); tangible attributes (the interpretation and the presentation of the design basics); and the intangible attributes (additional services such as credit facilities, delivery arrangement, money back guaranteed). The allurements of a product depends on its design, quality and price, the customer's experience

Of a product in terms of user satisfaction, and brand loyalty (Chan et al, 2009). Fashion marketing helps the product and the brand to be known by the potential customers. The fashion marketing concept attempts to embrace the positive aspect of high concerned design. The vast profits and output of the fashion industry come not from the designer collection seen on catwalk but from the items sold in the stores while the main function of fashion marketing is the design and the sale of the clothing to the majority of consumers (Easey,2009). Fashion marketing mix delivers all the aspect needed to persuade the targeted consumers to buy their

products, marketing mix own by all the companies, either they consciously design it or not. The fashion marketing mix can be classified into 5 part: segment;product;price;distribution; and promotion. The promotion strategy to gain more customers including advertising, public relation, and visual merchandising (ibid). Visual merchandising plays important roles on attracting customers, the main component for the visual merchandising including window shop, lightning, temperature, colours, sounds and aromas (Pereira. et.al ,2010) .

This marketing mix will be the framework to analyze the companies' strategy to gain their customers. Besides of their clothing and acesories as their products, they also try to facilitate the customers to co create the value after they buy the clothes, for example by providing fashion blogs on their official website and maybe by creating a platform for the customers to mix and match the clothes so the clothes have more value (Edvardsson &Enquist, 2009).

2.3 Market Segmentation and Targeted Marketing

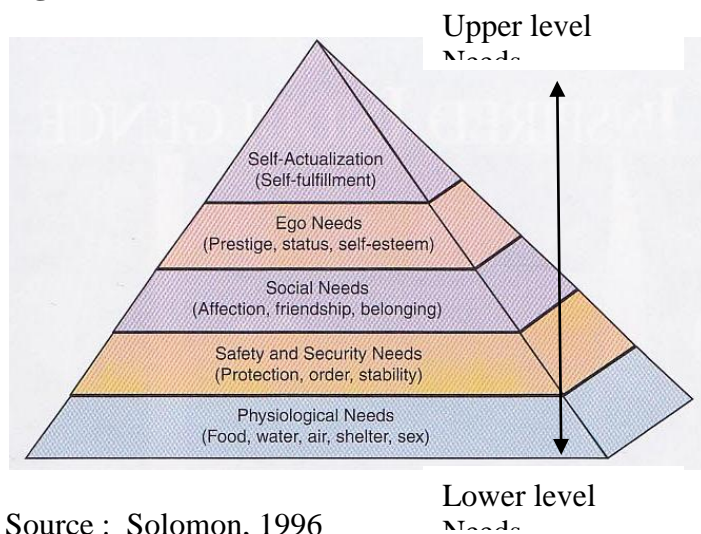
Marketing segmentation is a part of marketing strategy, every fashion brands has their own segmentation, this segmentation can be seen from their pricing, design, advertising and etc. Marketing segmentation can be described as dividing a market with a distinct marketing mix (Schiffman & Kanuk, 2007). Marketing segmentation leads to targeted marketing strategy, which can be the guideline to produce and market new product. The targeted marketing steps (Solomon, 1996) are:”Defining the relevant market; Analyze the characteristic and needs of potential customers; Identifying bases for segmenting the market; Define and describe market segments; Analyzed competitor position; Evaluate market segments; Select market segments; Finalize the marketing mix.” Market segmentation is important for the marketing strategy, the company will be able to focus on one or several market that mostly profitable, the segmentation process should be following this: the needs are similar within the segment, important difference in the segment can be identified, segments large enough to be profitable,

segments can be reached by suitable marketing mix, and the consumers will response with the profitable marketing mix (Solomon, Bamossy, and Askegaard, 1999). Marketing segmentation categories which will be discussed in this thesis including the geographic segmentation, demographic segmentation, physiological segmentation, socio cultural, use-related segmentation, and benefit segmentation (Schiffman & Kanuk, 2007).

2.4 Consumer Motivation and Arousal of the Motives

Motivation is highly dynamic assemble that is constantly changing, depends on the reaction of the life. The motivation drives by the needs and goals, so as the need drives will always ceases , never fully satisfied, when its satisfied, there is new higher needs emerge, and also the goal, when people achieve the goals, they start to set another goal (Schiffman & Kanuk, 2007). Motivation refers to the cause that people behave as they do and it occurs when the need is being aroused so the needs have to be satisfied or fulfilled (Solomon, Bamossy, and Askegaard, 1999). The marketing strategy aim is to find the needs of their targeted consumers and try to arouse the consumers to buy their product which assumed will satisfied the needs. To classify the needs of targeted consumers, a lot psychologist trying to define what needs can be generated from consumer's life, Maslow's hierarchy of needs is one of the influential approach (which will be used in this thesis to determine the consumers), which is try to demonstrate the personal growth and the accomplishment of the consumers (see figure 2-2), physiological needs are the lowest needs, whereas the self actualization is the highest needs- where people dress up to show how they are (personality, level of success, etc) but some people also dress up to comfort themselves from the bad weather or from possible accident. Fast fashion brand's marketing focusing on the self "actualization needs" consumer, where they tend to buy more often and they tend to be more compulsive. (Easey, 2009).

Figure 2.2 Levels of the needs in the Maslow's Hierarchy



Source : Solomon, 1996

2.5 Consumers Personality and Brand Personality

Targeted consumer has diversity and different personality; even though some people argue that personality constantly change in the different situations (Solomon, 1996) but marketers believe that when personality affects how people shop, personality traits had been considered to be useful for determine consumer's personalities. Some of these personality traits will be interpreted for the questionnaire for this thesis: materialism (individuals who regards possessions as essentials to their identity), Vanities/Self images (individuals that use to express the individualism-uniqueness by creating a new self and maintaining the existing self). According to the Freudian theory, it's believed that the consumers tend to see the consumption activity as the reflection and extension of the consumer's own personality, for example the link between favourite food with the personality or the colours with the personality (which will be used for the personality analysis in this study, based on the Bernice Kanner's Colour Survey-2005). Colour is the unconscious way for marketer to show their brand personality, it's found out that the customers also associate the personality factors with specific colour (Schiffman & Kanuk, 2007). Brand's personality is how consumers see the

brand in personality-like or characteristic, which is a result of Brand personification by the marketers (recasting the consumer perception of the brand or products attributes into a human-like character) (ibid).

2.6 Consumer Perception

Perception is a process whereby the consumers choose-organize-and interpret stimulus into a coherent images. For a fashion consumer, stimulus can be presented in a busy fashion store or when they read the fashion magazine and fashion blogs (Easey,2009). Companies are trying to make stimulus for their consumers, some of the efforts can be a sensational stimulus which can be captured by the sensory receptors, or the absolute threshold strategy which the marketers try to stimulate the consumers by constantly make the stimulus or suddenly make the stimulus, or the Just Noticeable Threshold which was developed by Ernest Weber . The Just Noticeable Threshold is stimuli when a company try to make customers unrealized the small negative changes (reduced volume-high price) and realize the small changes as big deal (Schiffman & Kanuk, 2007). The perception of the brands will be one of variable we stressed on this study and questionnaire, as the perception play a big deal on the consumer's behaviour.

2.7 Consumer Behaviour

Consumer behaviour studies the processes individual purchase, use and disposes product or experience. Consumers are the actor that decides in the marketplace stage. (Solomon,1996). The process of consumer decision making for purchase the product is one of the most important part of the consumer behaviour, it can be divided into 3 stages input stage, process stage, and output stage (Schiffman&Sanuk, 2007). The input are firm's marketing efforts and the sociocultural environment, for example like how the product been made and how the

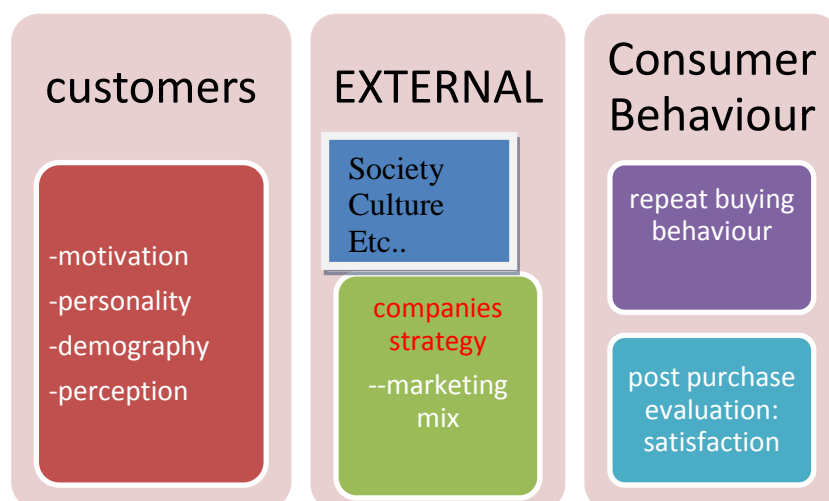
promotion reach the customers. The companies compete with each other to reach the customers and make them decide to purchase their product. More explanation can be seen on the table below:

3. 3 Methodology

This study will be descriptive research which purpose is to” provide an accurate description of the variable “(Easey,2009), undertaken to describe the characteristic of the variables of interest in the situation”(Sekaran and Bougie, 2010). This study will go through the fashion marketing’s variables that lead the customer to the profitable behaviour towards the company and comparing with the company strategy in the end we will see which of the marketing strategy is most successful or suitable for their customers. The data will be presented on a brief description about how the Swedish fashion consumers are.

According to (Sekaran and Bougie, 2010) “When the researcher is interested in delineating the cause of a problem” , this study is fundamentally try to solve the problem by comparing the variables. The figure 3-1 present what variables will be analyzed within the study

Figure 3-1 the variables correlation



Source : Schiffman & Kanuk, 2007

3.1 Data collection method and Data analysis

The research was carried on in April-May 2012, the data was obtained from the online questionnaires and as anticipation of low volume of entries, i also did the observation on the site every weekend, just to analyze who are the visitors. The amount questionnaires which were filled completely are 33 respondents. The secondary data was obtained from companies website, news and the other thesis by Swedish student which are uploaded on Upsatser.se

The questionnaire consist of questions that represent the variables, some of the questionnaires are based on the literature which validity has been proved before. The questionnaire will measure with the attitude scale which is the Likert scale (1. Strongly agree- 2.somewhat agree- 3.netral- 4. Somewhat disagree- 5. Strongly disagree), satisfaction measures (1. Very satisfied- 2.somewhat satisfied- 3.netral- 4. Somewhat dissatisfied- 5. Strongly dissatisfied), Importance scale (1. Extremely Important- 2.somewhat important- 3.netral- 4. Somewhat unimportant- 5. Not important at all), Semantic diferential scale, and the behaviour intentional scale(1. Definitely will buy it- 2.Probably will buy - 3. Mightn't or Might - 4. Probably will not buy- 5. Definitely will not buy). I distributed from 1-4-2012 to 30-5-2012, the questionnaires are distributed on the swedish blogs, social website such as facebook, and some local websites.

To anticipate the limited amount of data collected with the questionnaires, I also do some observation on the weekends May 2012 to see physically who are the visitors of their boutiques.

3.2 Limitation

The result of the questionnaires have quite limited amount of customers from outside Varmland, meanwhile on this research i assume that the customers from anywhere in Sweden has relatively same traits towards fashion. The number of respondents are 33 person which is also quite small amount but it gives picture about who the Swedish customers are, and this data also supplemented with the observation onsite. Besides that, there is also a possibilities of biased response from customers because they answer the question based on the political correctness not based on their opinion.

4. Scandinavian Fast Fashion Brands and their marketing strategy

In this chapter, the marketing mix of the selected fashion brands will be discussed, and analyzed, according to Easey, the marketing mix of fashion is different, although is still based on the 4p approach. The fashion marketing mix including : Segment, Product, Price, Distribution and Promotion (Easey,2009).

Table 4.1 Summary of Fashionbrand strategy

Company:	Segment
H&M	Focus : women 15-30 years old Include: Men, Kids, Newborn, Women
Kappahl	Focus : women 30-50 years old Include: Men, Kids, Newborn, Women
JackJones	Focus: Men 18 years old- 40 year old
Dressman	Focus: Men all age (18-60 years old)
Ginatricot	Focus: Women 12-25 years old
Company:	Product

H&M	Fashion,bigsize, underwear, basic, sport, kids and babies clothes, shoes, accesories, cosmetics (under H&M brand and others)
Kappahl	Basic, modern, big size, underwear,men and kids clothes, accesories, and cosmetics.
JackJones	Fashion and Basic men clothes,cosume, accesories and shoes.
Dressman	Basic, cosume,leisure men clothes, underwears, ties.
Ginatricot	Fashion and basic collection, accesories
Company:	Distribution:
H&M	Stores and online websites
Kappahl	Stores and online websites
JackJones	Stores and online websites
Dressman	Stores and online websites
Ginatricot	Stores and online websites
Company:	Price (since the companies have a lot of products, i compare on one item to see which one has the cheapest price)
H&M	Basic shirt cost 50-100 Sek
Kappahl	Basic shirt cost 199-299 Sek
JackJones	Basic shirt cost 119-199 Sek
Dressman	Basic shirt cost 129-199 Sek

Ginatricot	Basic shirt cost 129-149 Sek
Company:	Promotion
H&M	Advertising, on tv,intenet,newspaper,outdoor printed. Public relation, Visual marketing
Kappahl	Advertising, on tv,intenet,newspaper. Public relation, Visual marketing
JackJones	Advertising, on intenet.,Visual marketing
Dressman	Tv , newspaper advertising and visual marketing
Ginatricot	Tv, newspaper,outdoor advertising ,public relation, and visual merchandising

4.1 H&M

H&M is successful Swedish fashion brands which has been selling fashion product since 1947, the profits has reached 18,7 billion SEK. Their marketing strategy is very proactive, start from designer collaboration, frequent commercial, celebrity spokespersonship, and etc. In the early of 2011, H&M opened online shop in Sweden and several countries, and this has opened a whole new opportunity for H&M itself. Fashion marketing is slightly different with another kind of marketing, simply because of the special characteristic of the fashion itself. Fashion Marketing is application of technique and business philosophy that centres upon the customers and potential customers of clothing and related products and services in order to meet the long-term organization goals (easey,2009).

4.1.1 Segment

H&M collection are including men, women and kids collection, but their focus is on the women collection that can be seen from the number of women collection more than another collections. Their focused customers are diverse, from the youngster ages 15 to 25 years, to working class women ages 18 to 35 years old. They also targeting men at the age of 15-30 years old and kids from newborn to 14 years old. Their collection are very trendy, from the party dresses to casual dresses. H&M has a wide range collection and try to provide everyone taste(H&M annual report 2011). Their strategy can be determined as multi segment strategy, which try to get every little bit of market share in every segment while have one focus – women's wear . H&M also try to reach the market niche that is available on the market by launching Maternity clothes and the Bib (Bigger size collections). H&M designs their clothes based on their customer's lifestyle and needs, they have great understanding of their own customers. Most of the H&M customers are 'capricious customers' who has little or no brand loyalty, but has keen on value for money with all the necessary design and brand name requisites (Easey,2009).

4.1.2 Product

H&M has become one of the fast fashion pioneers, which provides very trendy clothes at a very affordable price. The key for H&M is to launch the new design as soon as they hit the runway and before another brand makes the same clothes, they rely on their fashion trend forecasting and their fast manufactured outsource suppliers. H&M manufactured more of speciality goods, where the customers has a good perceived quality on the brand, and the products are differentiate from other brands because of their image of trendy clothes in affordable price (Easey,2009). The fashion design of H&M clothing is fully inspired by their motto: "fashion and quality at the best price", the new design is updated every week, and the

quality control of H&M is standardized to prevent different quality from different suppliers (H&M Annual Report 2011). H&M products are consist of 30% the fad/ trendy fashion (kind of fashion which rise fast in popularity and decline as they become more adopted) and 70% of them are the classic basic fashion which can be translated as a kind of fashion product that is the midpoint compromise of any style for example classic plaid shirts that come out every year in their collection(Easey,2009). H&M products can be qualified as speciality goods that has strong ‘value champions’ for the customers. H&M ‘s value is being able to offer the cheap price and high fashion to their customers, because of their low operating margins (ibid).

4.1.3 Price

See the figure 4.1

4.1.4 Distribution

H&M has no factory at all, they design their clothes and send the design to their suppliers in Asia or Western Europe. The time needed from design table to the clothes distributed can as fast as 2 weeks (Memic & Minhas,2011).Beside they have their shops around Sweden in the bigger cities, they also offering their products massively on their online shop and also shopping-catalogue. The size of H&M store can be vary ,but they mostly have 10.000 square, this space needed to put on all the women, men and kids collections (H&m,2011).

4.1.5 Promotion

Promotion is and important part of company’s strategy to gain profit, H&M who has massive sales around the world, has chosen their promotion mix as below:

4.1.5.1 Advertising

In Sweden H&M has advertising on TV, on the newspaper and on the magazine. H&M commercial in 2011-2012 duration is only 20 seconds, showing a model wearing H&M clothes dancing to “girls on film” remixed song by Duran Duran. The TV commercial showing off the easy- relaxed-and youthfulness, H&M try to give the message clearly, strong, and so eye catching. They do this commercial every time they have new collection. The model of H&M represents what segment they focussed on, they always choose a young (around 23-29 years old) model with a skinny body figure. They even had been criticized for having too skinny model that looks like corpse for their Marni ,2012 campaign, the parents of teenager’s consumers feeling worry and irritated by the commercial and they are afraid that the teenager will be influenced by the overload use of skinny model on the commercials (Deborah Arthur,2012).



Figure 4.1 Corpse-like? H&M has been attacked for using French model, Aymeline Valade, 26, in their Marni press material, with observers suggesting the model is 'too thin'

Source: Dailymail.co.uk

In May 2012, H&M also being criticized for having extremely artificially tanned model for their swimsuit campaign, and shouting out the bad influence for Swedish women that the tanned skin is the ideal skin, whereas Sweden is one of the countries with the highest case of Skincancer (because of the swedish habits of Solarium tanning in Solstudio). H&M defend themselves that they use the deeply artificial tanned model because they want to create a contrast with the swimsuit collection so the colour are more eye-catching, but this use of model is considered against the cancerfonden campaign, the H&M finally apologizes and will try to avoid using deep tanned model (Thelocal, 2012)



Figure 4.2 News about H&M supertanned model controversy

Source: Thelocal.se

When they have the designers collaboration such as Versace (2011), Marni (2012) and etc, they have longer TV commercial (around 1:20 minutes) showing the designer faces and almost all of their collection. The commercial is unique, eye catching and also very exclusive, they try to change their usual images, but nevertheless people know that the price would be affordable even though its designer design. H&M models are always the famous runway

model who also used by the other luxurious fashion brands, but of course only the fashion conscious customers will recognize them, this is the most profitable customers for H&M, because they are mostly are compulsive buyer, because they have some kind of addiction or pressure to follow the fashion trends (Shiffman & Kanuk, 2007). The act of acquiring fashion for young women has reason which is attached to it, social uncertainty. This is resulted to a temptation to have the new fashion collection, for fashion conscious people the consumption of fashion can be seen as the improvement of identity by copying the up-to-date and good taste of their perception be a superior social person (Arnold, 2001)



Figure.4.1 H&M TV commercial “girls on film”, 2011-2012 ; Source :Youtube.com



Figure . 4.3 H&M Versace designer collaboration 2012 winter; Source: Youtube.com

H&M also does quite a lot on the newspaper and the women magazine, the H&M also try to present their new collection with emphasizing the fashionable, clear and simple message. Beside the printed media, they usually have the billboard commercial on the street and bus

stations every beginning of the season (winter, spring, summer, and fall). The message of the billboard advertisement is always the same as their advertisement, this is due to cost efficiency also H&M doesn't want to confuse the customers with different message. In short, their commercial is to remind their customers and create awareness for their customers in the critical period, when people usually need to refresh their wardrobe for new collection every season. On their designer advertisement, they wanted to show that even H&M has been famous for their cheap price, but they try to position themselves as exclusive and unique. As we can see on the advertisement for the designers collaboration, they show the luxuriousness and emphasizing on the designer brands so much. This designer collaboration can create a good brand images and of course temporarily high sales on the launching period, also most of the customers who have ego needs (Based on the Maslow's) to be fulfilled will be attracted to this event .

Figure 4.4 the example of H&M printed advertisement on magazine and billboard



4.1.5.2 Public Relation

H&M has quite sophisticated, they even have a fashion launch party for Hollywood celebrities. Besides that they also have the spokespersons who are celebrities such as

Madonna or David Beckham. From the Maslow's hierarchy of needs's point of view, H&M tries to stimulate their customers need of self actualization and needs of Ego, where they show the perfect models even actor/ actress who is considered to be perfect so the customers creates ambiguous thoughts that if they are wearing H&M clothes/ products, they can be as "cool" or "elegant" or "pretty" as them. H&M also has been upgrading their website to a complete platform for fashion lovers to get information. Their blog has an interesting style guide and fashion reports, besides that to make their frequent buyer feel happy and treated well by H&M, they have promotion programme called "h&m" club where you can be member and get the discount advantages every month. They send mails every month for the club member and even invitation a "morning shop" where they provide fika (coffee and small cakes) and also discount 20% for all items for the member. They are doing very good relationship marketing.

4.1.5.3 Visual Marketing

In fashion marketing, how the brand dress up the window is really important, besides it shows the customers what's new on the shop, it also has a power to emphasize the brand image of the shop. Store design and layout of a shop is also included on the visual marketing (Easey, 2009). H&M has been standardise their store layout for every place in Sweden, newest collection in the front, and the women collection together with the cashier area, and the men and kids section beside them. The promotional products are on the strategic area with eye-catching red sign of the price- usually low price. The music's which are played in the store are the latest favorite upbeat / energetic music, besides that according to Yalch and Spangenberg (1988), the good music can make customers stay longer in the shop. The reason that H&M has been playing up to date music in their shop is because most of their youngster customers like the most up-to-date music that they recognize.



Figure 4.5. inside H&M store in Sweden

4.2 Kappahl

Kappahl is one of the biggest Swedish fashion brand with the turnover 5.1 billion and profit 551 million, and listed in OMX in Stockholm. Their 360 boutiques available in the Scandinavian countries and Czech, offering clothes for the whole family, their focus are women section which has made 58% of their net sales, but they also provide men collection and kid's collection (Kappahl.com)

4.2.1 Segment

Kappahl has been focussing on women in older age from 30 to 50 years old (Kappahl,2010), this can be seen from their collection which are more mature. Kappahl also more and more focus on their menswear collection since they think that Swedish men are more and more fashionable (Kappahl.com). Beside their men and women collection, Kappahl also have the kid's collection which target newborn baby to teenager (15 years old). Like H&M, Kappahl operates multi-segment strategy, Kappahl try to get some market share in every segment.

4.2.2Product

Kappahl product consists of man clothing, kids and women clothing. Kappahl design style is mostly casual and fresh. Their women collections give 58% of the total sale, which make the women section as their focus. The women collections from Kappahl divide into some sub brands as below:

- **Kappahl**- basic collection of Kappahl
- **Number One** - a collection of classic modern style with preppy feel.
- **XLNT** - neatly cut and designed clothes for the curvy woman. The collection is available in sizes 44-56.
- **Creem** - underwear lesson Creem consists of models that fit many female forms and requirements. It gives a lot of care of everything from materials to models.
- **Body Zone** - lingerie, nightwear, socks, stockings and swimwear.
- **Shape Up** - a collection of well-fitting underwear, high quality, which shapes the body by holding down and lift up.
- **Vintage Stories** . new design line of Kappahl with the fashionable old time inspired design

Even though they have quite many sub brands, they offer mostly classic fashion which modified a little, this classic fashion relatively desirable for older women and never goes out of style. They have tried to adapt the most up-to-date clothes for older customers. For example Kappahl often offers loose shirts in the summer and Kappahl just change the embroidery or adding a little accent in the next year but almost the same classic loose shirts every year. One of the successful speciality products from Kappahl is their pants, Kappahl has sold the largest amount of pants in Sweden, and it's because of their commitment to comfort ability and pattern (Kappahl,2012).

Because woman in age of 30-50 in Sweden are very environment conscious, that's why Kappahl provides guilt-free and environmentally friendly. They put more effort on this part that they constantly try to communicate about this issue to their customers, by publishing the Kappahl booklet : "Mode, miljö och moral".

4.2.3 Price

See figure 4.1

4.2.4 Distribution

Kappahl has 198 suppliers, mostly in china, but their main office is in Borås (Olguin & Håkansson,2011) all of the supplier must have followed the code of conduct that has been set by Kappahl. Kappahl has 300 stores in Nordic countries, including 3 store in Varmland. Kappahl strategy is to open their stores in the populous city, but to cover all the customers demand, they introduce the web shop.

4.2.5 Promotion

As one of the fastfashion brand, Kappahl also investing on TV commercial, and printed outdoor commercials.

4.2.5.1 Advertising

As mention before, Kappahl is one the company who is focussing on older women and their family. Women have reputation as the one that buying clothes for their husband and wife, that's why Kappahl is trying to catch this segment. Older women want to be seen as younger, they don't think like younger customers who want to beautify themselves by putting on clothes. There are no clothes on the runway especially made from older women, that's why they have a good chance to do marketing on this. Kappahl has been using more mature model

as their model, or even family as seen on some of their advertising. Kappahl advertising on TV has more slow beat and breezy songs, which using the strategy of motives arousal, for example in the Kappahl commercial in spring 2012, they gave pictures of women gathering, having a good time, gossiping and feeling so youthful. This is a kind of emotional arousal for the older women, whereas they miss the goodtime with friends, where they can talk about things like when they were young. In another campaign, Kappahl tries to convince their customers that they are beautiful, with the “You look great” campaign. As discussed before, older women have less confidence and they don’t think they are as great as younger women. Kappahl try to convince older women that by wearing youthful Kappahl collections, they look great and can even attract younger men or people who passing by. Kappahl commercial also appear on magazine and newspaper but they don’t do commercial on the street billboard, instead they rely on a good shop window dressing or visual merchandising. Kappahl tries to excite the customers whose activities based on their social needs (based on Maslow’s Hierarchy of needs) these can be seen on how they illustrate their advertising, where they show picture of “a family” or “a friend gathering”.

Figure 4.6 Kappahl TV commercial spring 2012





Figure 4.7 Commercial picture for Kappahl store for autumn collection

4.2.5.2 Public Relation

To get closer with their customers, Kappahl tries to provide a brief information on their website, they build a mode blog and also modeklubben. Their mode blog is to give the customers information about what's on the trend now, and what Kappahl collection they can buy to wear this trend, the clothes usually not exactly the same, but inspired by the latest fashion collection so that older women can wear them confidently. Kappahl also constantly informing their customer about they make the clothes and how environmentally ethically friendly they operate. They printed some catalogue about it and distribute them to the customers. Kappahl also has some spokesperson which suitable for their target market, for example Richard Gere on the campaign of "You look great". Within this campaign, Kappahl tries to reach the ego needs (based on Maslow's Hierarchy of Needs) of their customers, older women customers needs to get compliments more because they have lost their young body and most of them feel that they are not pretty anymore.



Figure 4.8 Kappahl using older actor “Richard Gere” to catch their customer’s attention

Source: Youtube.com

4.2.5.3 *Visual Merchandising*

In KappAhl's annual report for 2005 it says that the company commits to the client to recognize all the way from posting to outdoor advertising and in store. It will not go to miss or misunderstand what message KappAhl want to convey right now. It is also that it is important that the message always seems new and fresh, and therefore changed message regularly. They aspire to it is precisely their message to stand out from the the crowd and get caught up in customers' minds (KappAhl, 2005). Kappahl always try to promote their new collection every month, they change the style on the manequins on the window store every month. In the stores, Kappahl has been trying to put the attention on the latest collection by placing the latest collection just after the entrance. The store also being accesorized by the pictures of their models hanging on the ceilings or on the walls. The also emphasizing the promotion they held, for example by putting the sign “Buy one get one”or “discount on all pants”on the hangers in the shop. The songs that have been played in the shop are relaxing

and easy listening, aren't play in the high volume also. This is suitable for the visitors who is coming to Kappahl to shop, they just need the music to eliminates the noise and to stimulates the visitors to be more comfortable when they shop.

4.3 Jack and Jones

Jack & Jones was founded in 1989 and is one of Europe's leading producers of menswear. Jack & Jones is part of Bestseller, a family-owned clothing company founded in Denmark in 1975. Today, more than 15,000 employees design, develop, sell and market Bestseller's brands all over the world.(JackJones,2012)

4.3.1 Segment

Jack and Jones are focussing on men clothes for 18 years old to 40 years old, Jack and Jones design are for everyone, they cover every lifestyle and every taste. According to the observation during the weekends on April 2012 in Jack and Jones Karlstad, the visitors of their stores are mostly younger customers than Dressman, also the shop assistant plays important roles on the deciding process, because they always come and try to give suggestions for the customers.

4.3.2 Product

Jack and Jones has a vast variety of clothes and styles. They even have made their own sub brands to represent the style. This product specialization aim is to get the customers with any taste, from the youth style to the elegant style for formal occasion. Jack and Jones has sub brands that differs by the style and the occasion of their products:

- Jeans Intelligence – casual and youthful fashion for everyday outfit

"Jeans Intelligence is the core line of Jack & Jones, cool Jeanswear for casual jeans lovers between 18 and 25. Jeans Intelligence features jeans with the trendiest fits and treatments to offer our customers the best and most fashionable jeans around. T-shirts, shirts and knits reflect the current, hottest trends with funky designs and daring prints as well as carefully selected colours and fabrics"

- Premium- for the young fashionable professional

“Jack & Jones Premium is for the grown up jeans guy. The collections have an array of classic designs and a playful charming youthfulness combined with updated evergreens. Everything is made to create a relaxed feel with a unique touch and exclusive materials. The Premium guy is a self confident and innovative type. The Premium guy gets inspiration to stage his life everywhere from architecture, art and design to the movie industry and cultural events.”

- Vintage- for the rebellious and manly free-mind customers, emphasizing on comfort ability and classic design

“ Vintage is a convenient alternative to those who admire vintage clothing but prefer a modern twist; typically the casual jeans guy between 25 and 40. Wearing vintage ensures that your look will always be original and it expresses your individuality. Our Vintage jeans are distressed; treated to give them that second-hand, worn look that you crave. The fabric is soft and the shirts include flannel and classic Oxford button-downs “

- Premium Tech-for active-sporty men, clothes that emphasized on good quality and weather proof materials

“Premium Tech is the sports line of the Premium collection. We strive for a clean and casual, sporty look for the mature customer who leads an active outdoor life. Our aim is to create multi-functional garments. Outdoor garments useful for both everyday situations in various weather conditions and for active sports. We don’t wish to target one activity – but try to ensure that the same garments is useful for your hiking trip or just wearing with jeans on a rainy day.”

Source: Jack&Jones.com

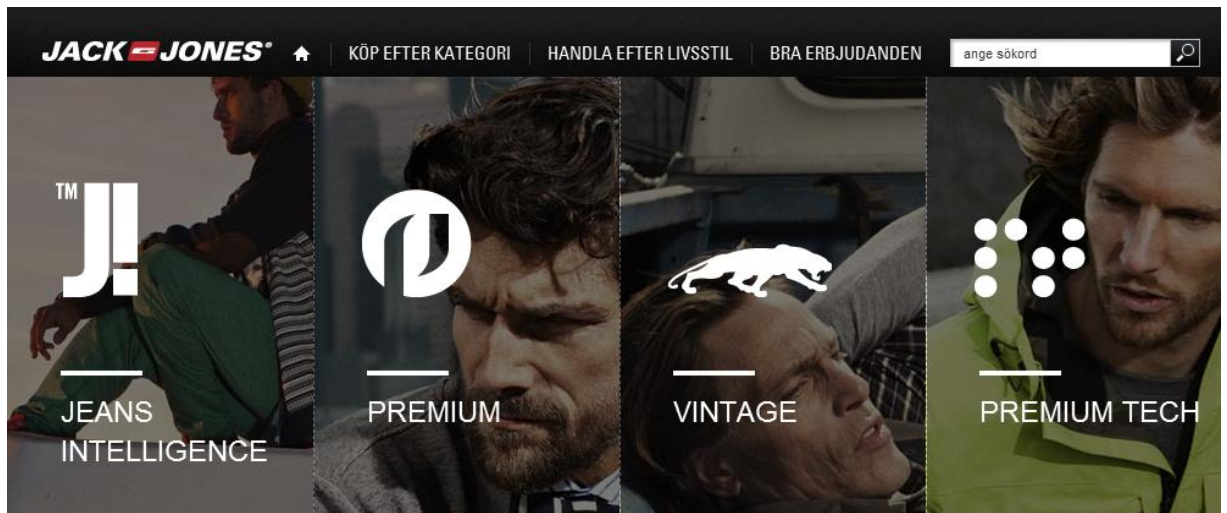


Figure 4.9 Example of Jack and Jones brand differentiation

4.3.3 Price

See the figure 4.1

4.3.4 Distribution

Beside the shop, Jack and Jones also sell clothes on their web shop online, they offer a good interactive website for every need. Both the shop and the online shop aren't so simple and clean like other brand, they have a very creative layout for their websites and their shops. Jack and Jones also have been selling their product on another shop such as cubus, nelly, asos, meinto.se and etc.

4.3.5 Promotion

4.3.5.1 Advertising

Jack and Jones doesn't invest so much on TV advertising, their TV commercial come out every once a year, sometimes they don't publish any TV commercial. When they made the TV commercial, they are more focussing on their younger customers, with more funny and creative message about a young man who has a flamboyant-most wanted life. Jack and Jones

does the internet commercial and outdoor commercial more often. They pick a good place in the bus station or billboards for introducing their new collection and emphasizing on their price.





Figure 4.10

Some strategy of JackJones to attract their customers to come in to their store : uniqueness of the store

4.3.5.2 Public Relation & Marketing Communication

Beside their printed commercial on the street, they have a quite interesting way to get closer to their customers. Jack and Jones presents their own blog on their website so that the customers can co creating the value of Jack and Jones clothes by having idea how to style up their clothes. Besides the styling tips, Jack and Jones has written some lifestyle and news as well, so the customers attracted to visit the blogs frequently. Jack and Jones also tries to build a good brand image through the fashion show and unique remarkable marketing. One of the unique marketing strategy had done by them is the Jack and Jones fitness club, which attract their customers to become member Jack and Jones to see the fitness tips by a hot women model. Their creativity also shows when the customers open their website and reading the blogs, they offer a Jack and Jones radio channel. This is very unique kind of marketing strategy to attract new visitors or to upgrade the satisfaction of their online customers.

4.3.5.3 Visual Merchandising

Because they don't invest on their tv commercial, they really focus on persuading the customers on the site, by displaying the outdoor commercial which attract customers who are shopping in the area. Beside that, they have a nice and eyecatching shop compared to other

shop. They have a very unique specific decoration for each section, which they divide based on their lifestyle subbrands. the furniture and the wall are in the dark colour, and there are quite small posters hung in the store. Different from Dressman, the Jack and Jones has mannequins on their store, and all the mannequins are styled attractively. They also have some unique decorations in their shop to emphasize the character of their collections, for example like jeans dolls, or broken barrells. If the customers walk in the front of the stores, they will be attracted by the dance-clubbing music they played so loud. The musics are really up to date and the beats of the musics are very attractive, they install special sound system in their shop. It's also really easy to see that Jack and Jones are investing on their visual merchandising rather than the tv commercials, they also have completely different strategy with Dresmman, Jack and Jones doesn't emphasize on the prices like Dressman.

4.4 Dressman

Dressman is a part Vaner Group, which also have Cubus as one of their brand. The central office of Dressman is in Billingstad, Oslo. They have in total 400 stores and 3000 employees.

4.4.1 Segment

Dressman provides clothes for working and fashionable men in the age of 18 to 60 years old. People who need to wear a suit when they work are mostly from the bigger city, that's why Dressmann 's geographic segmentations are for the major metropolitan and urban area, because the consumers need to shop the shirts, pants and suits for work more frequently. They emphasize on the cheap price as they stated on their website, Dressman.se . According to the observation in the Dressman boutique in Karlstad during the weekends ,Dressman has a diverse visitors to their boutique, from older women and the husband to the young men with

their mom, but most of the customers who came to the boutique being accompanied by women and most of them asking opinions to their companions about their clothes.

4.4.2 Product

Dressmann offers a full range, from everything within basic and leisure clothing to tailoring, in excellent quality at market-leading prices. Dressman has classic design on all of their collection, most of them don't follow fashion, which is the right thing because mostly men don't like to wear too fashionable clothes, and they spend less than women for shopping clothes (Helium.com). Beside Dressman, Dressmann XL is part of the chain, and offers menswear in sizes 2-9 XL. Dressmann also focus on their underwear collections (Dressman.com).

4.4.3 Price

See the figure 4.1

4.4.4 Distribution

Dressman has 400 stores so far, they also sell the clothes online on Dressman.com. Dressman doesn't have their own factory, they have suppliers from Asia and Eastern Europe in order to get cheaper price for their clothes.

4.4.5 Promotion

4.4.5.1 Advertising

Dressman has been invested in TV advertising so much. Dressman advertising has 20 seconds, typically showing off some models wearing Dressman's product and dancing to classic rock music, such as Rolling Stones. Dressman models are very diverse, from young

men to slightly older men, but all of them always seems to dancing and doing fun things on the reklame, Dressman wants their target customers don't care about age, and keep enjoying life. On the newspaper , Dressman commercials really emphasizing on the price, same like H&M they usually have the red price tag on the commercials to inform the customers the price of the products.



Figure 4.11 One of the Dressman commercial emphasizing the price

4.4.5.2 Visual merchandising

Dressman has quite simple design for their boutique, they even don't have manequin in their boutique. Dressmman store managers are responsible to decide which clothes should be emphasized more than others. The wall always be painted in the netral colour such as black, and the pictures of their models are hanging on the boutique walls, the pictures are so fresh and colourfull so it can attrack customers to visit. Dressman put the promotion products on the attractive shelves complete with the sign so the customers will acknowledge and buy the promotional products. Dressman arrange the tie together with the shirts, so the customers can have ideas to mix and match them, it also the same with the costume (suits), they provide a

special area only for the costumes complete with the demonstration how to mix the shirts, the ties, and the suits. The music also plays important role for the customers experience, Dressman plays a good “men taste” music on the shop, it’s more classic rock and roll music, and less up-to-date than Jack and Jones. The cashier located in the middle of the stores, with the huge poster on the wall as attractive background and also easy to find. The underwear and socks have been placed near the cashier to remind customers if they need to buy them.



Figure 4.12 Example of Dressman visual marketing

4.7 GINA TRICOT

4.7.1 Segment

Even though Ginatricot stated that they produce fashion for all age women, but most of their customers are teenager (this can be seen by occasional observation on their shops and the design style), assuming that they are focussing on teenager consumers, there is a demand for low price and the garment quality (Jireskog & Munther, 2010), selling low price clothing for teenager, they must think about the lifestyle of their target customers. Teenager often has not

much money, they get money from parent or from their parttime job, but they love fashion and they are in phase of looking for actualization. According to the research of Ginatricot consumers, Consumer of Ginatricot prefers buying cheap clothes with slightly low quality rather than the high price with good quality (ibid). According the observation during the weekends on April 2012, the customers who visited the shop are mostly teenager or older women who shops for their kids.

4.7.2 Product

Ginatricot design is described as simple and fresh, the variety of their collection relies on their colour palette (Ginatricot.com). They try hard to bring value on their product by having new product coming up every week to the shop. It is a comprehensive work plan so that the right clothes in the correct trend in stores at the right time. For every order placed to be taken with a lead-time decisions. Basic products in large quantity production requires a longer time than garments in small batches with higher fashion content. Our unique collections can be found on store shelves as quickly as two weeks after the designer created them. Their trademark garment is Ginatricot's Hallmarks which is their customers's favourite and always sold out in short time period.(Ginatricot.com) According to the survey by Jireskog& Munther (2010), 20% of the customers thinks the garment of Ginatricot has poor quality. The highly fashionable clothes are worn in the short period of time when it's on trend, this means that the durability of the clothes is not needed (Easey,2009).

4.7.3 Price

See the figure 4.1

Most of the Ginatricot customers are youngster and teenager, the price is important matters for them, 57% of the customers says that Ginatricot is cheap (Jirekog& Munther,2010). The price range is from 20 Sek to 800 Sek depends on the type of goods.

4.7.4 Distribution

Gina tricot has 135 shops in Sweden, Norway,Denmark, and Finland with 80 millions visitors a year, besides that in Sweden they sell on their online shop. In Varmland area they have only 2 shops in Karlstad, in Bergvik and in Mitticity.

4.7.5 Promotion

4.7.5.1 Advertising

If we use Ginatricot commercials from time to time, there is one thing that distinguish Ginatricot with the other brand, which is their consistency on having the same template for their commercial : white backgrounds for all the printed or tv advertising. They are trying to create the image of fresh, fashionable, and also exclusive. They try to focus on the design of the clothes.

4.7.5.2 Public Relation

Ginatricot had been using the one same model for a long time, Jorgen Appelquist (2009), the Ginatricot strategy is to stick with one model and being consistent, so if the customers see this model, they will think its Ginatricot. They had been using Pernille Hombolle for so many years that customers recognize and used to her as Appelquist thought how it would be, but then they changed the model to the younger exotic super model Emannuella de Paula, and they have been so much critique from the customers that they have to change again to another blonde model resembles to Pernille (Jirekog ,2009).



Figure 4.13 One of the news about Pernille leaving Ginatricot

Source : Expressen.se, 2010

4.7.5.3 Visual Merchandising

Ginatricot boutiques are set to be clean and simple, as their purpose to present the brand to emphasizing the simplicity of the design. The clothes arrangement is changing every week to surprise the customers (Ginatricot.se) . The highlight product or the product that is on sale will be placed in the middle with the price sign to attract the customers to buy it. Ginatricot also decorating the wall with the pictures of their latest model in their latest clothes design to attract customers and gives idea about how to wear it as well. Music is one of the important thing that can affect the customers's shopping experience and perception towards the products (Dawson et al, 1990), Ginatricot almost always play the popular familiar music that has been played in the radio, the music which most likely played when the customers having party will be make the mood of their customers better and the shopping experience will be enjoyable, the music also played in a quite loud volume if compare to H&M and Kappahl.

The cashier is being placed in the middle of the shop, which is easy to see and strategic, same with another retail shops, Ginatricot always puts the small goods (cosmetics, cheap accessories, socks, and other cheap price stuffs) near the cashier, this is a common strategy to make customers shop small stuffs while they are waiting in line to pay.



Figure 4.14 Ginatricot shop in mitticitty Karlstad.

4.8 Brands's strategies Comparison

After discussing all the details of the brands strategy, this part will summarize and comparing their strategies to get the customers, also the profits they acquired from their strategies .

4.8.1 Segmentation Comparison

H&M can be considered the biggest player of all of the brands discussed on this research, H&M try to cover every segment as much as they can. H&M has women collection 15-35 years old (which is their focus), plus size women collection, kids collection (newborn to 14 years old), men collection, cosmetics, accessories, and the basic collection (adults –can be worn by all ages woman). Their profit for 2010 reach 18 billion Sek and they keep expanding.

Kappahl segment are the older women, kids, and men, but their focus is the older women (30-50 years old) with 222 million SEK profit in 2011-2012.

Ginatricot age segmentation are focussing on young women with the sense of fashion, even though they stated that Ginatricot is for women in all ages, but the design of their collection clearly segmented on young fashionable women.

Dressman age segmentation is men in the age of 18-60 years old who needs basic clothing for formal or leisure occasion in the cheap price.

Jack and Jones focussing on younger men consumers than Dressman, 18 years old to 40 years old, Jack and Jones are trying to accommodate almost every style of their consumers by providing differentiation in the form of subbrands.

All of the fast fashion brands discussed on this research have relatively low price that can be afforded by lower to high economy class. Even though the price of the clothes are quite low, the companies don't show any focus on any social classes, this has to do with the Swedish culture who doesn't appreciate expensive luxurious clothes, even though they see themselves as a fashionable nation (Sofia Hedstrom, 2011). If we take a look at Swedish designers clothing line, their price can be considered low compared with another European/American designers clothing line. It's one of the proof that Swedish don't appreciate on expensiveness, in another words, the luxurious can also be cheap.

4.8.2 Product Comparison

H&M products including women's collection which can be divided into the fashionable collection, the basic collections, the plus size collection, the divide collection (for teenager), the designer collection (seasonal), the conscious collection; the men collection can be divided to basic collection, fashionable collection, designer collection, divided collection, and the conscious collection; the kids collection; newborn baby collection; home collection. H&M

has a lot variety of garments used on their design, from cotton to wool, mostly imported from another country as well as their production are taking place in another countries.

The Kappahl product consist of women collections, jeans collections, women underwear collections, Mens collection: Kappahl and Hampton Republic, and the Kids collection. Kappahl has bigger collection on pants, which they re biggest sale on. The kids collection also has more variety than H&M.

Ginatricot collection consist of a full range of fashionable collection and basic collection. Their basic collection is always available in store, but their other collection are limited and changing every season according to their fashion update

Dressman has extensive collection of men clothes including shirts, underwear, jeans and the costumes collection. The shirts come in lots colours and patterns, the costumes are sold in the very cheap prices also matches with the tie collections. Their clothes are more formal and tidy than the Kappahl/ Hampton Republic or the Jack and Jones.

Jack and Jones has a big range of style clothes including their subbrands : “Jeans Intelligence” --casual , “Premium”- for the young fashionable professional, “Vintage”- classic design for older man, and “Premium Tech”-for active-sporty men. Jack and Jones also produce footwear and bags, unlike Dressman which they only sell clothes.

4.8.3 Price Comparison

H&M has the lowest price of all the brands discussed on the research, eventhough almost all the brands campaign that their prices are “affordable”.

4.8.4 Promotion comparison

H&M has the most lavish promotion of all the companies, it’s obviously connected to the fact that H&M are the biggest in the term of size. H&M promotion including the tv and

media advertising, the commercial are published in the same time around the world , hence the commercial always use worlds well known celebrity, designer, or models.

Kappahl practice tv commercial and their visual merchandising, this might be caused by the lifestyle and behaviour of their focussed customers, older women. The older women doesn't follow fashion, and they don't stress on the popular stuffs (such as popular celebrities, models). The commercial are more to create the sense of feelings while the commercials play on tv.

Ginatricot has a signature outline for their media commercial, Ginatrico associate the whit background colour for their commercial as fresh. After they have used the same model for the whole 6 years and when they change the model, there was a huge reaction from their customers. Eventhough the same model was the strategy of Ginatricot, now they started to change the models every season, so that the brand image of gina tricot doesn't depend on the models.

Dressman has focussing on cheap mens clothing, that's why their commercial on tv always emphasizing on their cheap price, beside that they always use big range age of model, from younger man to older men , so the customers will get the message that their collection is suitable for any age.

Jack and Jones doesn't do much commercial on tv anymore, instead they focus on onsite commercial sucha as interesting window store, and also loud music. Different with Dressman, JackJones has better interactive website complete with their own radio on their website, the Dressman website are simple like their store layout. The similiarity between H&M, Ginatricot, Kappahl and Dressman tv commercials are the companies try to attract the customers with the attractive song from their commercial.

Competition on each brands can be occured eventhough they have different segments since they are selling same type of products in almost the same price range. According to the

research result, H&M is the market leader (which most of the customers filled out the questionnaires and also H&M has the most positive strong perception from their customers) eventhough, every brand has their own loyal customers.

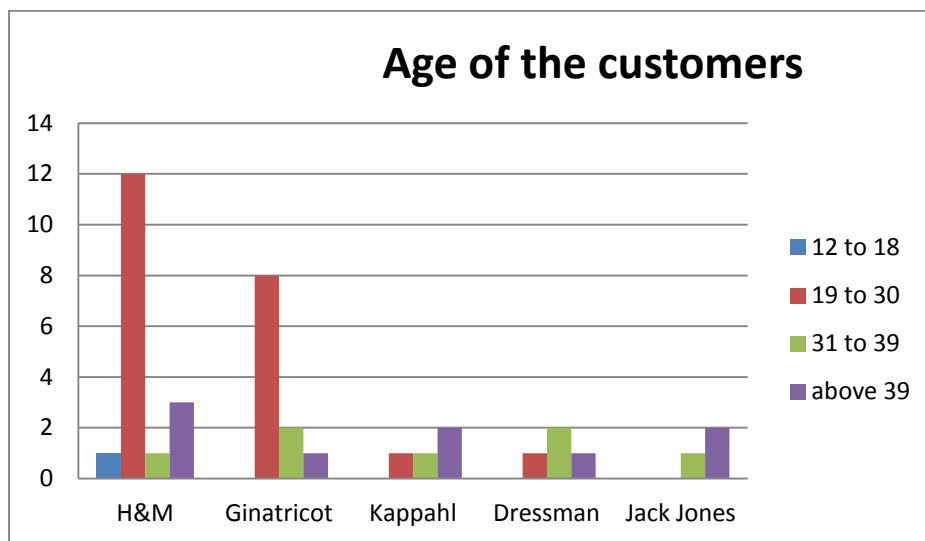
5. Consumer Analysis

In this chapter, the result from the questionnaire of the Swedish fashion brands customers will be analyzed and compared to the efforts of the fashion brands company's strategy and objectives. Because of the amount of the customers for each fashion brand is scattered, so the analysis will be based on the marketing components of the companies. There are 33 persons filling up the questionnaires, and 51% of them choose H&M as their favourite brand, 15% of them choose Gintatricot as their favourite brand, 12 % of them choose Jack and Jones, Dressmann, and Kappahl as their favourite.

5.1 Segment and Sociocultural environment

Based on the result of the questionnaire, the customers of H&M and Gintatricot are the customers on the productive and young age, different with the Kappahl who most of their customers are above 39 years old, Dressman most of them are in the age of 31 to 39, and the Jack and Jones surprisingly above 39 years old. Compared to the companies statements for the target customers, H&M has mostly younger customers and surprisingly they have quite big amount of the customers above 39 years old also, this customers must be attracted for their cheaper price or for the basic collections or maybe kids collections. The Gintatricot stated that they are focussing on all age customers, but as discussed before, their products are targeted for younger customers, so do the questionnaires proof that younger customers are mostly their customers. For Kappahl is undeniable that the company really focussing on older customers, and the questionnaires also proof this statement. Dressman describes that they are for the customers for all ages, the result of questionnaires show that the Dressman has almost the same composition from young-middle-older age customers, but the middle ages customers

are the highest amount of them, this result also supported by my observations on every saturday in April 2012 (12.00- 16.00) , the composition of customers is really diverse and mixed. Jack Jones result according to the quitionnaires, most of the customers are the older customers, but according to the observation on every Sunday in April 2012, the actual customers of Jack and Jones are younger people with their parents, i assumed that the price of Jack and Jones are quite expensive, that's why not so many young people can afford them.

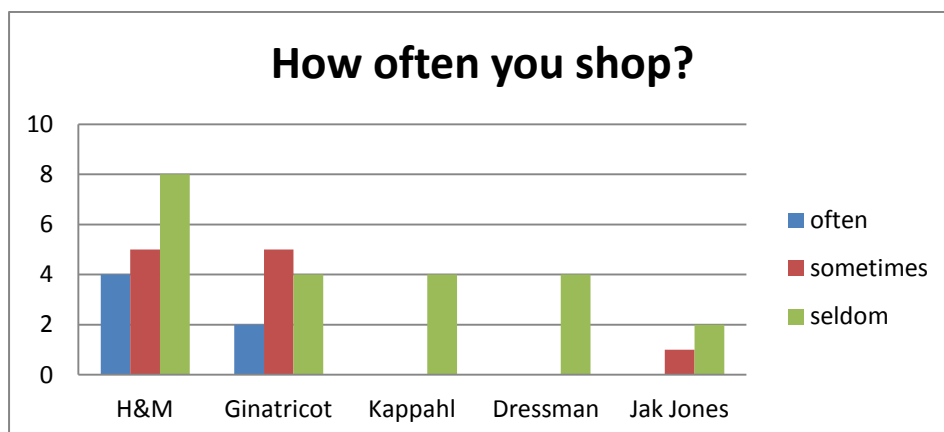
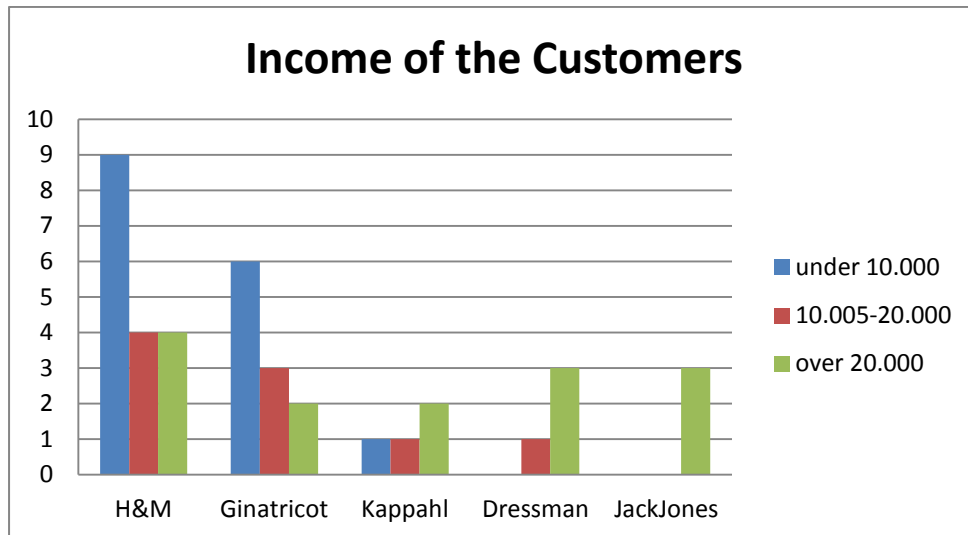


The income of the customers, depends on what occupation they have, and assumably the income can be connected to how many times the customers shop clothes, the higher their salary the more customers shop. The customers of H&M has income under 10.000 and they shop seldomly (once a month or when they need clothes), Ginatricot which has younger customers also have income under 10.000, but mostly they shop sometimes (2-4 times a month). In the other hand, most of the customers of Kappahl who are older customers, have income over 20.000, but all of them shop seldomly or just shop when they need clothes. For

According to the questionnaires, the income of the customers does not have any connection with how often they shop

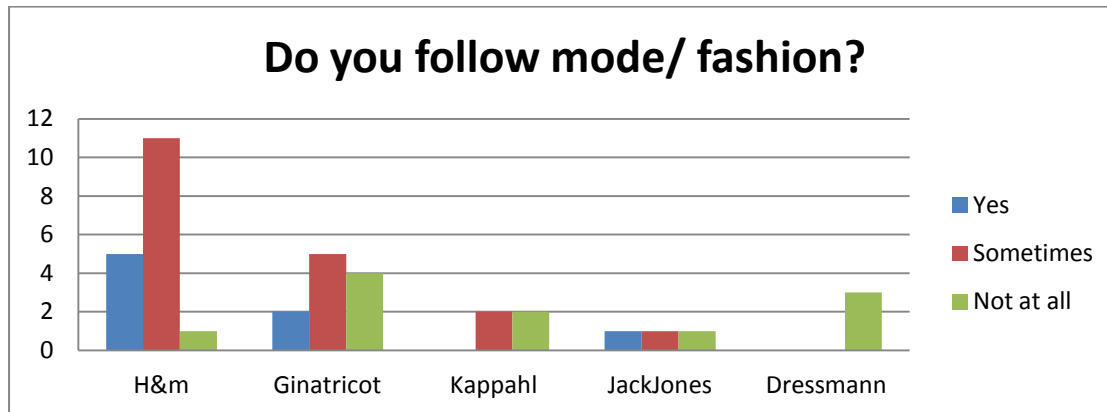
the men customers, Dressman has customers with the income over 20.000 ,hence they shop seldom or when they need, same with the JackJones whose customers have income over 20.000 but they mostly shop when they need clothes. The men clothing industry must know

that the men shopping behaviour is different with the women, the men shop less often than women (easey,2009).

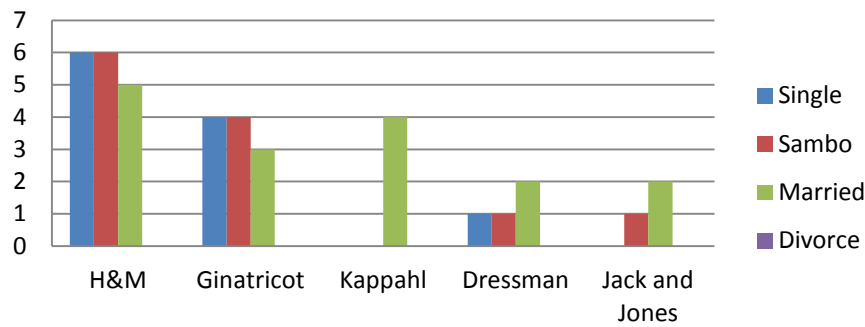


H&M has the highest amount of customers who follow fashion among all, which the company also claims that they try to produce the fashionable and most up to date clothes for their customers, but if they follow fashion it doesn't mean they shop clothes often. H&M, Ginatricot, and JackJones have the customers that follow fashion, unlike Dressman and Kappahl, this statements supported by the description from the last chapter about their product and their segment, H&M and Ginatricot follow fashion very much that the leadtime between the first time they design to the real product distributed can be as short as 2 weeks, this means that they want to enter the market as soon as possible so the customers who follow

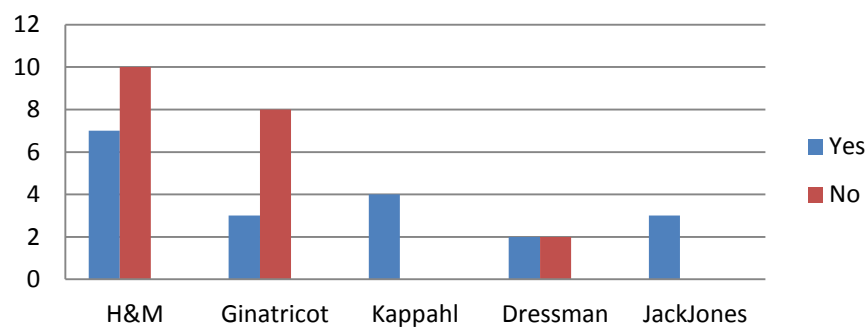
fashion can wear the most up to date fashion with their cheaper price, Jack Jones has differentiate their products into subbrands so that they can get all type of customers style, from the result of the questionnaires, they have the same composition for each type of the customers.



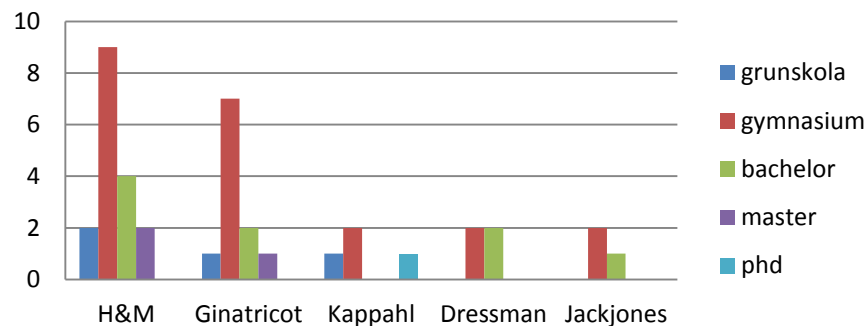
Civil Status of customers



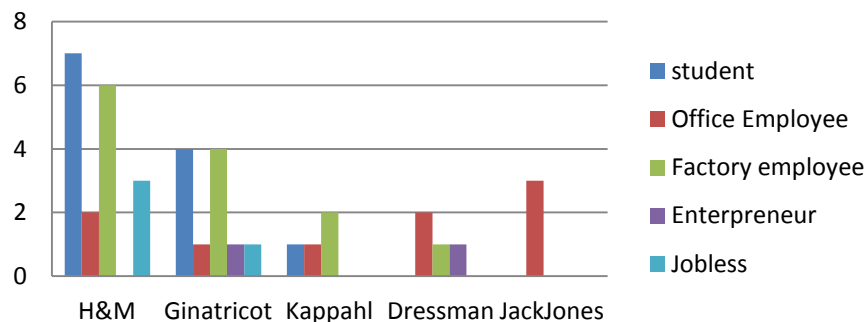
If the customers have kids

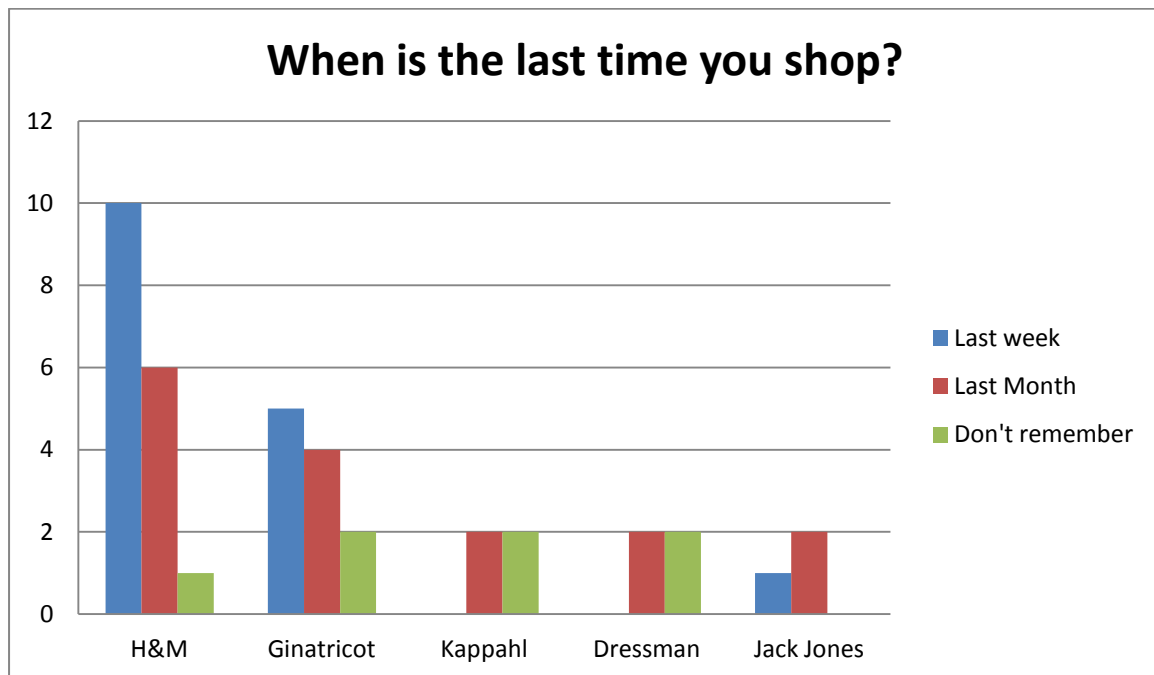


Educations of the customers



Occupation of customers





The questionnaires was distributed in April 2012, which there was quite a lot of commercial on Tv and media about Spring Fashion, March and April are the right time for the companies to

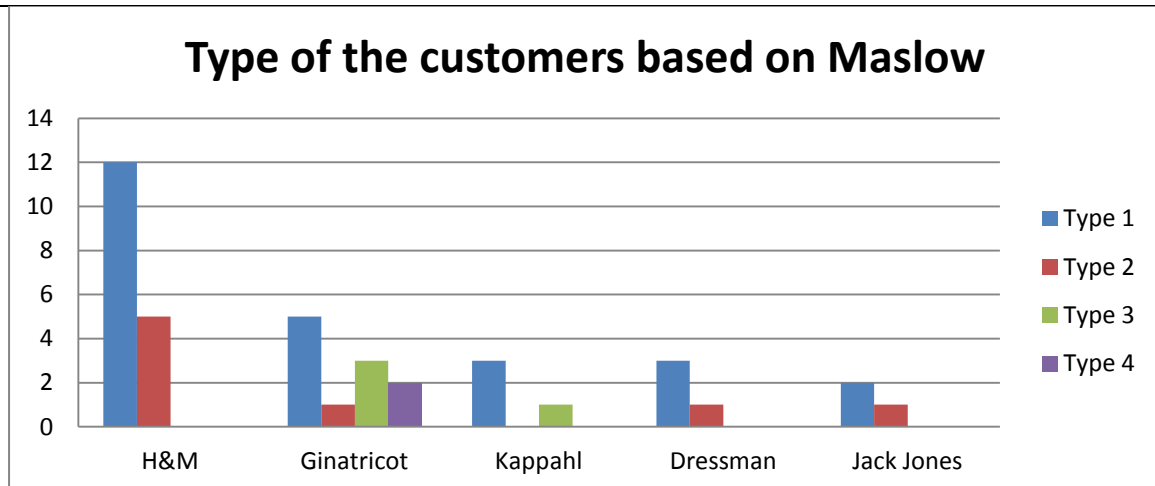


influence the market to buy spring fashion.

5.2 Motivation

In this part of the research, i try to analyze the reason why the customers consume clothes based on the Maslow Hierarchy of needs. Maslow Hierarchy of Needs are the based for making the questions asked to the customers, the answers are classified under their favourite brand (the brand which the shop most often.

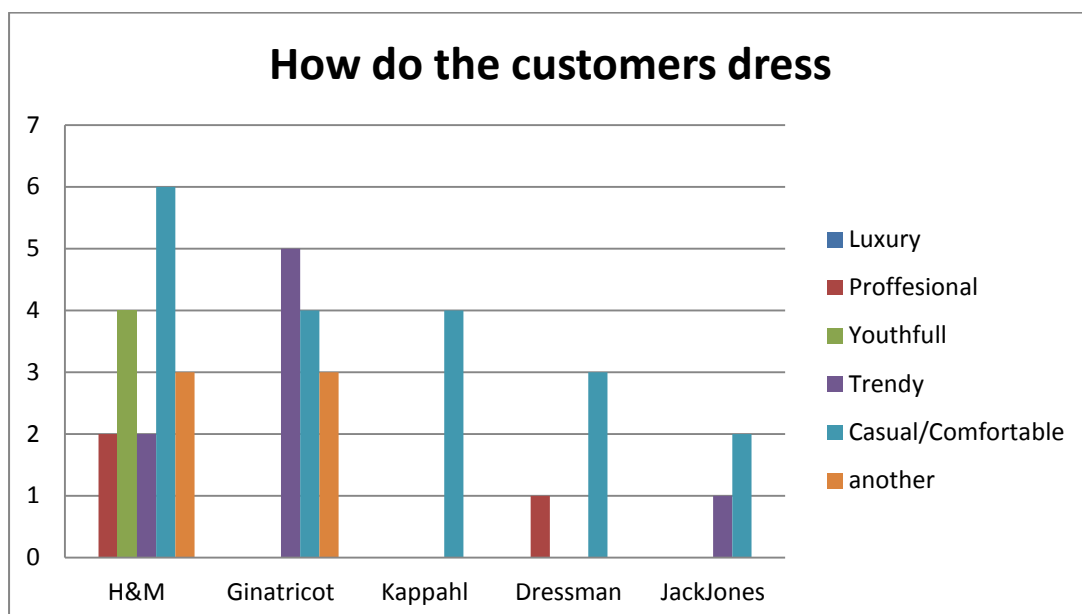
Type/ Level of Hierarchy	Example needs for
Type 1 (Physiological needs)	Water, sleep, food
Type 2 (Safety)	Shelter, security, protection
Type 3 (Belongingness)	Love, Friendship, Acceptance by others
Type 4 (Ego needs/ Self-actualization)	Prestige, status, accomplishment ,self fullfilment,enchanting experience
Source : Solomon,1996	



According of the questionnaires result, most the H&M customers are the type 1 who doesn't mind to wear old fashion clothes and they don't mind to wear the same clothes in the several days in row. This typical customers buy clothes because they need clothes, this statements supported by the earlier result about how often the customers shop clothes which most of the

H&M customers seldom buy clothes and just buy clothes when they need it. Another brand, such as Ginatricot , Kappahl, Dressman, and JackJones also have the type 1 customers as their highest customers, which means that the most of the respondents just buy clothes when they need. The interesting part is some of the customers are type 3 customers who are from Ginatricot and Kappahl; as discussed before, Ginatricot customers are mostly younger to teenager customers, which they are in the phase of their life they still look for self-actualization, which is why the customers have needs for being accepted by their friends. Meanwhile, Kappahl has mostly older women customers, and they have family and married, which has necessity of love and friendship. This is clearly known by the Kappahl marketing division, which Kappahl has been trying to stimulate this needs and associate this with their product/Kappahl. (see figure 4.6 –the commercial shows off the family scene to stimulates their kind of customers).

5.3 Customer Personality



According to the result study shows on the table above, one of the most chosen style the customers dress themselves are the casual or comfortable style. For example in H&M which produce so many fashionable and sophisticated clothes every week on the their shop/webshop but based on the research, most of their customers dress casual, which means that its unnecessary for them to produce so many fashionable items every week, and this explains why many of the most fashionable clothes (which is unaccepted or undesirable for customers) just ended up on the sale shelves every month. The other interesting part from this result is none of the customers dress “luxurious”even though some of the brand such as H&M try to imitate product released by the luxurious brand. H&M has been sued for plagiatrism so many time

H&M product design (source : H&M.com)



Comfortable style



Profesional style



Trendy style



because of the matter of copying designer clothes (Memic & Minhas, 2011). Beside that Ginatricot consumer are mostly dress trendy which can be seen from their collection which is really trendy and colourful, the colours gives complement to their collection eventhough Ginatricot doesn't produce so much designs for their customers if compared to H&M. Kappahl doesn't follow fashion and maintain the classic comfortable style (as described on the last chapter), Dressman producing leisure and formal clothes which suitables for the proffesional who is price conscious (this also support the last chapter's description). Jack and Jones has quite a lot of casual clothing with the fashionable twist, that's why some of the

customers dress casually and some of them dress trendy. Basically, the fashion companies attract the customers who shares the same personality within the brand itself (Easey,2009).

From this particular question about how the customers dress, we also can see the pattern that the older people usually care less about fashion, this statement is supported by the result of



1.The Trendy/Party Collection



2.Comfortable/Casual Collections

				
Meg top 99 SEK	Meg top 99 SEK	Lilly top 149 SEK	Lilly top 149 SEK	Lilly top 149 SEK
				

3. The overview of Ginatricot shirts collections : Colorfull and fashionable (source Ginatricot.com)

Kappahl, Dressman and JackJones whose most of the customers are mature (in this research).

To know more about the customers personality, this research is trying to dig some questions about how their opinion about themselves (vanity) and their point of view about money /possession (matrelialism).

5.3.1 Matrelialism

These are the list of statements which respondents have opinion about in this research, this questions are from Marsha (2004). Matrelialism is a personality trait which thinks that possesions are essentials to their identities and their lives . The characteristic of matrelialistic consumers are : they value acquiring and showing off their possesions, they usually selfcentered and egoist, they desire to have a lot of things than simple lifestyle, and their many possesions don't make them happy and satisfied (Schiffman and Kanuk, 2007), Advertising can be the culprit on the increasingly matrealistic customers, Westerners (and American) in general are pictured as most matrelialistic people, european people thinks that

List of statements used in the questionnaires (the complete questionnaires is on the apendix)
Statement 1: I admire people with expensive clothes
Statement 2: I like to own things that impress people
Statement 3: I dont place much emphasize on the amount of material object people own as sign of success
Statement 4: I usually buy things i need
Statement 5 : I try to make my life simple as far as possession are concerned
Statement 6 : I like a lot luxury in my life
Statement 7: I have all the things i need to enjoy my life
Statement 8: My life would be better if i own certain things i don''t have
Statement 9: It bothers me when i can't afford to buy things i like

marketing is a system that provides certain standard of living for customers, and the lifestyle is influenced by this standard provided by the advertising.(Solomon, Barmossy, and Askegaard, 1999). The value of matrelialism are divided into 3 part : success, centrality and

Happiness, these two variables are measured with the scales of agreement. According to the research by Anneta Miller (1990), Sweden has the lowest degree of materialism among 12 western countries tested on this research, and the most materialistic consumers are the ones who feel that they lack a lot of things (ibid)

Source: Marsha, 1992

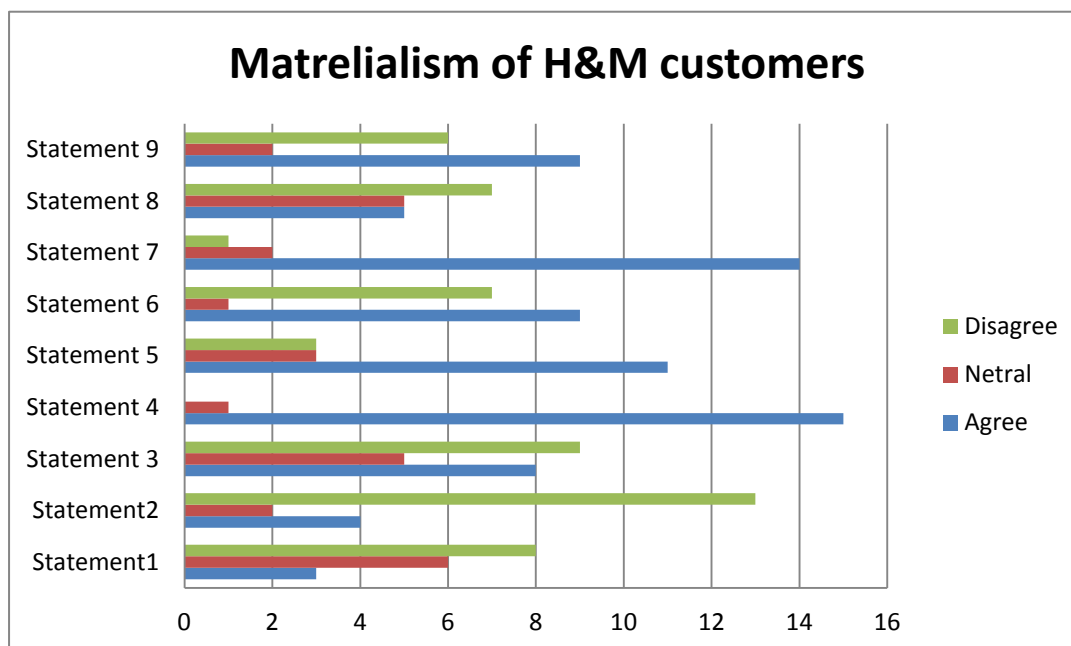
5.3.1.2 H&M

H&M has been actively doing advertising campaign to attract their customers, some of their campaign relates to the lifestyle/ personality of their customers. H&M also has done global marketing strategy which they have the same campaign all over the world, including Sweden. H&M commercial is emphasizing on the lifestyle of fun stylish young people, clearly the kids collection are just the additional for the sales. The result of the research pointed out that:

Most of the H&M customers don't admire people with expensive clothes, which is reasonable why they choose H&M as their favourite brand, in fact the price of the clothes by H&M are cheaper than other Scandinavian brands. Most of the H&M consumer also don't want to impress people with their belongings, but some of them think that if someone has lots of possession meaning that that person is successful. Most of the H&M customers admit that they

H&M customers don't put emphasis on possession but they think that their life could be better if they own certain things
--

just buy clothes they need, moreover they try to make their life as simple as they could, but half of them would like to have a lot of luxuries in their life. This means that they want to live a luxurious way but they don't put pressure to get the luxury life. H&M customers also think that they have all they need (Question 7), but they still have something that they want to make their life better (Question 8), and they will be irritated if they can't buy things they want.



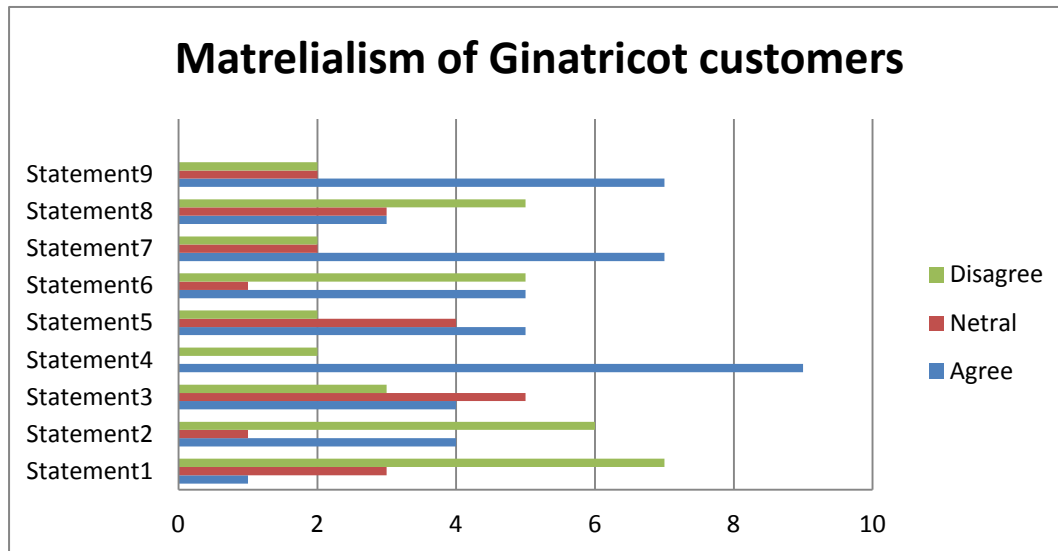
5.3.1.3 *Ginatricot*

Ginatricot customers think that they don't admire expensive clothes, and most of them like to own things that impress people but there are some of them likes to own things that impress people, this may caused by some of the Ginatricot customers are the type 3 and type 4 customers whose needs are ego, self-actualization, and social, in the other words, they need to impress people with their belongings. When the customers being asked if they see someone

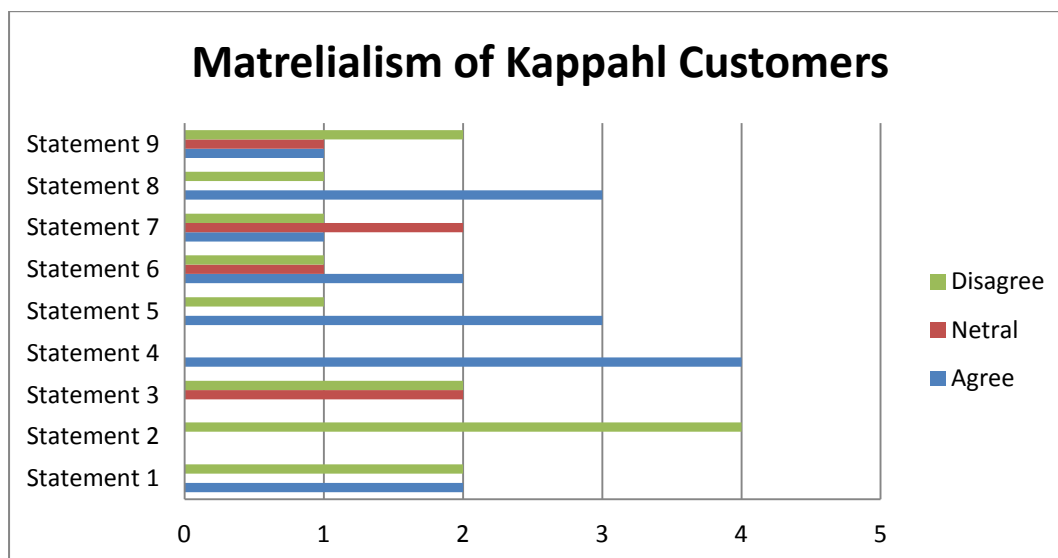
Ginatricot customers like to showing off and impress people with their possesions, but their possesions don't necessarily expensive.

possesions as sign of success, almost half of them agree with the statements. This means that Ginatricot customers are quite material customers. Ginatricot customers who are participated on this research, most of them don't keep their life simple and they like luxuriousness in their life. Besides that they are quite satisfied with their possesions and don't think they need

anything more to make life better, but they will be irritated if they can't afford things they want.



5.3.1.4 Kappahl

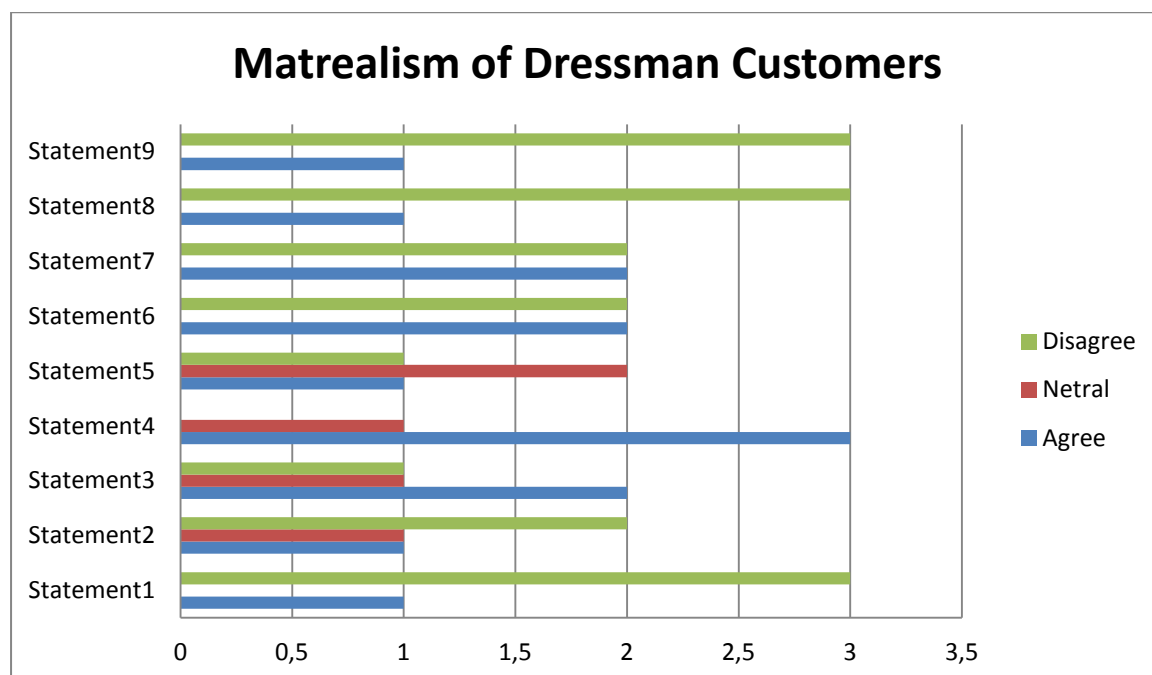


Kappahl customers are mostly older people with family, half of them admire people with expensive clothes but half another don't admire them. In the other hand they don't like to

Kappahl customers are more realistic about what they can afford and what they need, since they are older, they are satisfied with everything they own in their life but they still have some wish list to make their life better.

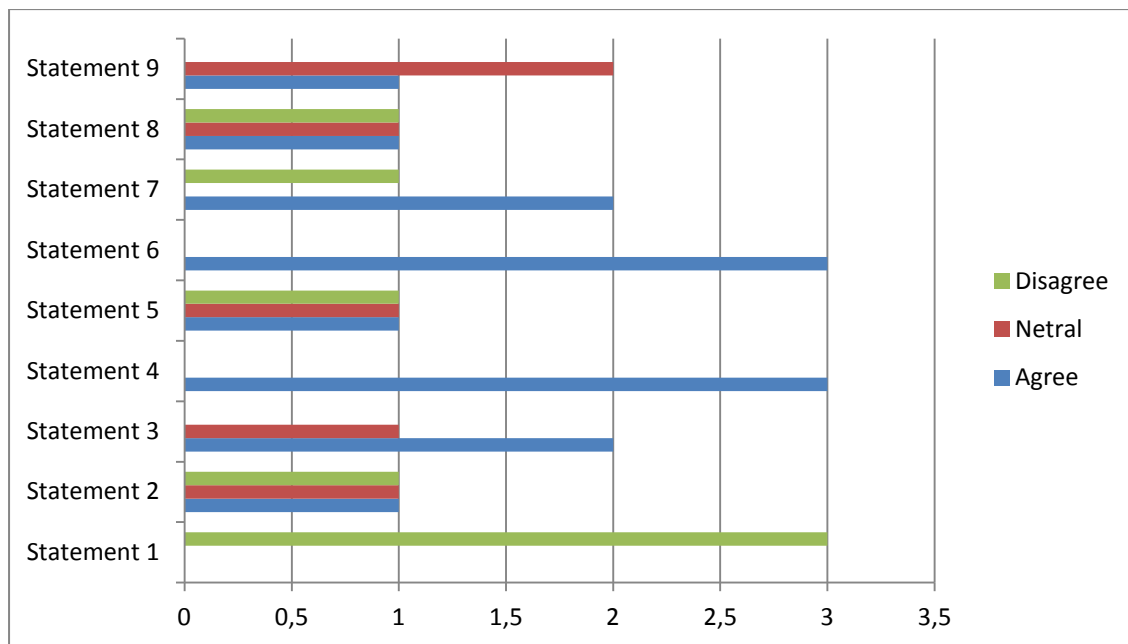
own things that impress people, but when the customers asked if the possessions are sign of success, half of them agree with it. They also try to make their life as simple as possible but they would love to get luxurious in their life hence they think that they could have a better life if they own certain things they don't own.

5.3.1.5 Dressman



Dressman target consumers are men of all age who care about prices- meaning that they are economic customers. Most of them don't admire people with expensive clothes, and they don't want to impress people with their belongings. They shop things that they need since most of them are the consumer type 1 (according to Maslow Hierarchy of need-type 1 is the basic one) even though they are neutral about making their life simpler, half of them like to enjoy luxuriousness. They are also very realistic about what they need in life or they less care about the amount of possessions they have, it doesn't bother them if they can't afford what they want.

5.3.1.6 Jack Jones



JackJones customers who filled the questionnaires are mature customers who have family and

The customer of Dressman and Jack Jones are men, they have low level of matrelialism, they also relatively satisfied with their life

kids, they don't adore people with expensive clothes and they don't want to impress people with their posession, same with another result for Kappahl and Dressman. They only shop things that they need, since they are the type 1 customers who buy clothes when they need. Like the others, they would like to have luxuriousness in their life meanwhile they don't feel irritated if they can't afford it.

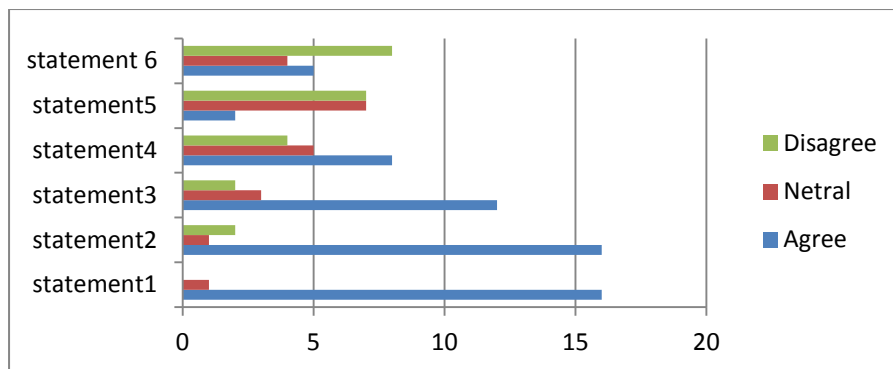
5.3.2 Vanity

Vanity is the attractiveness of one to others, the way someone dress relate on how they think about themselves.

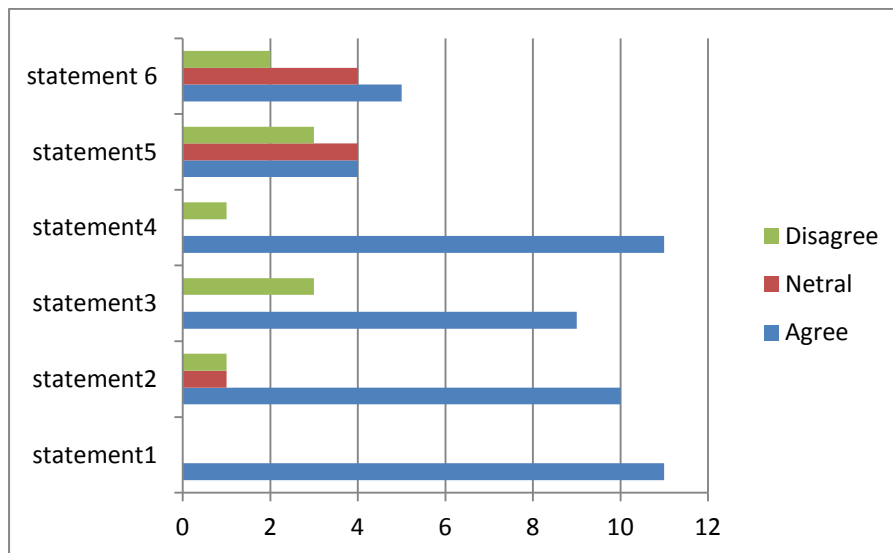
List of statements:

1. The way i look is important to me
2. I concerned the way i look
3. It's important to look good
4. People notice how attractive i am
5. People envy of my good look
6. My body is sexually appealing

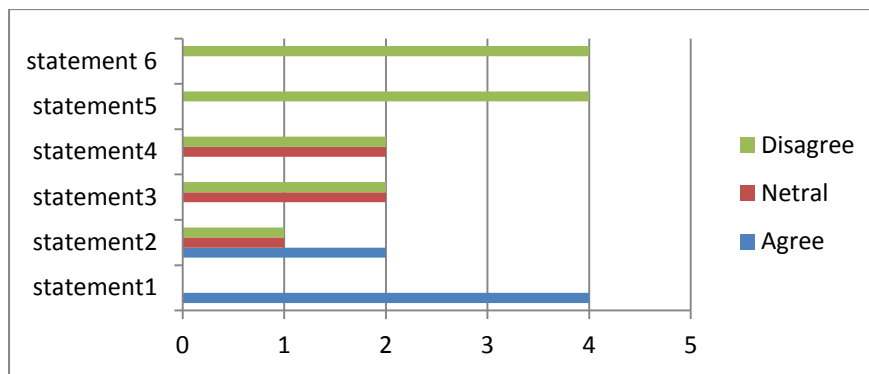
5.3.2.2 *He&M*



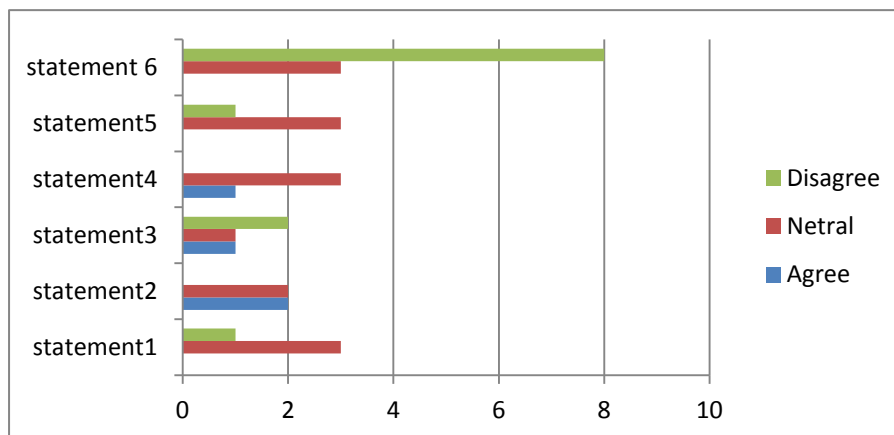
5.3.2.3 *Ginatricot*



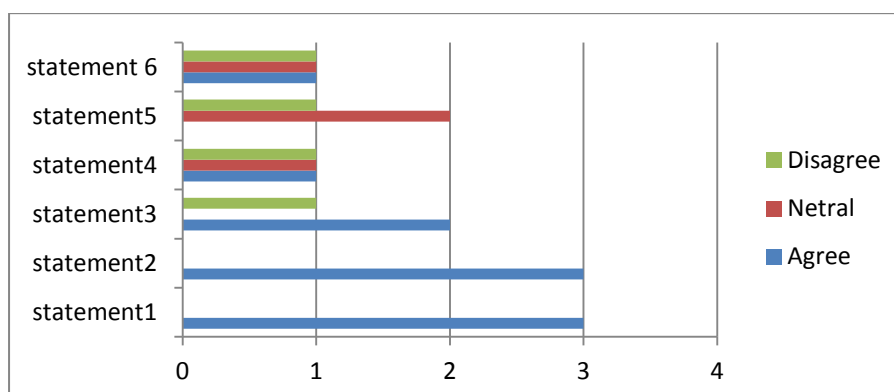
5.3.2.4 Kappahl



5.3.2.5 Dressman



5.3.2.6 Jack Jones



5.3.3 Vanity Analysis

Most of the customers agree on the statements that looking good is important, but the customers must have different definition of “looking good” some of them just need a clean clothes to look good, some of them need to wear the most up to date clothes to be looking good (this depends on the earlier questions about how they dress”. Ginatricot customers are the most confident customers among another customers in this research, this makes sense because most of the clothes of Ginatricot are targeted for a very spesific customers as well. Meanwhile, Kappahl customers who are older customers, they have the least confident about their body, this also a common sense and that’s why Kappahl had campaign “You look good” to convince their customers that they can stil look good on their clothes.

5.4 Perception of the customer

In this part the customers have been exposed to all kind of promotion or marketing by the companies, the companies have goals in their marketing plan to create certain perception for their brands. This is why this result important because we can compare the company objectives with the result

H&M	
Variable	Average score of 5
Conspicuous	3.5
Popular	4.4
Affordable	4.2
Fairly exclusive	2.4
Rare	1.8
Unique	2.1

Upmarket	2.1
Best Quality	2.7
Sophisticated	2.2
Superior	2.4
Exquisite	2.6
Attractive	3.5
Leading	3.7
Very Powerful	3.5
Successful	4.1
Based on the “Measuring the perception of Brand”, Journal of Brand management Vol11 no.6 (Vigneron& Johnson, 2004)	

Based on the perception of the customers, H&M is clearly the leading fast fashion in Sweden, but the respondents are mostly woman, so the perception of men customers of H&M aren't expressed by those figure. H&M constant commercial resulted to perception that they are attractive, and the popularity of H&M in Sweden is unbearable since they are an example of national success, the thing that H&M always been known for is their affordability, they put almost always the cheapest price on every product, even if compared to Ginatricot. Undoubtly, H&M has successful to make them the leader of the scandinavian fashion industry. However eventhough H&M always try to produce up to date and extremelly fashionable but the respondents still think that they aren't so unique or sophisticated, this is caused by most of the respondents are the type 1 and type 2 customers who shop when they need, and think about the function more than fashionability of the products.

Ginatricot	
Conspicuous	3.1
Popular	4

Affordable	3.4
Fairly exclusive	2
Rare	1.9
Unique	2.1
Upmarket	1.8
Best Quality	2.6
Sophisticated	2.5
Superior	2
Exquisite	2.3
Attractive	2.5
Leading	2.7
Very Powerful	2.6
Succesfull	3.2
Based on the “Measuring the perception of Brand”, Journal of Brand management Vol11 no.6 (Vigneron& Johnson, 2004)	

The advantages of companies who frequently have commercial on Tv is the popularity of the brand will be rised, like Ginatricot who has quite often commercial, Besides that it's no secret that Ginatricot has been perceived as Affordable (Supporting another thesis by Jireskog & Munther,2010)

Kappahl	
Conspicuous	2.7
Popular	3.2
Affordable	4
Fairly exclusive	1.7

Rare	1.2
Unique	1.7
Upmarket	1.5
Best Quality	3.2
Sophisticated	1.7
Superior	1.5
Exquisite	1.5
Attractive	2.5
Leading	2.7
Very Powerful	3.5
Succesfull	3.7
Based on the “Measuring the perception of Brand”, Journal of Brand management Vol11 no.6 (Vigneron& Johnson, 2004)	

Based on the result, Kappahl are perceived as Affordable (even though the price of their products are more expensive than Ginatricot and H&M, but they put the right price for mature customers), and suprisingly they have quite a good quality in the eye of the customers, this can be seen from their achievement of selling most of the pants in Sweden (Kappahl.com,2011).

Dressman	
Conspicuous	2
Popular	3
Affordable	2.7
Fairly exclusive	1.7
Rare	1.5

Unique	1.5
Upmarket	1.5
Best Quality	2
Sophisticated	2.2
Superior	2
Exquisite	2.2
Attractive	2.2
Leading	2.7
Very Powerful	2.7
Successfull	3.2
Based on the “Measuring the perception of Brand”, Journal of Brand management Vol11 no.6 (Vigneron& Johnson, 2004)	

Dressman, who has more visitors than Jack Jones (Based on the observation in weekends April 2012), they have quite low perception in the eye of their customers, this can be caused by they don't emphasizes their advantages to their customers. Meanwhile, they are quite popular and successfull, this perception may be caused by their frequent advertising on tv so that the customers know very well about Dressman.

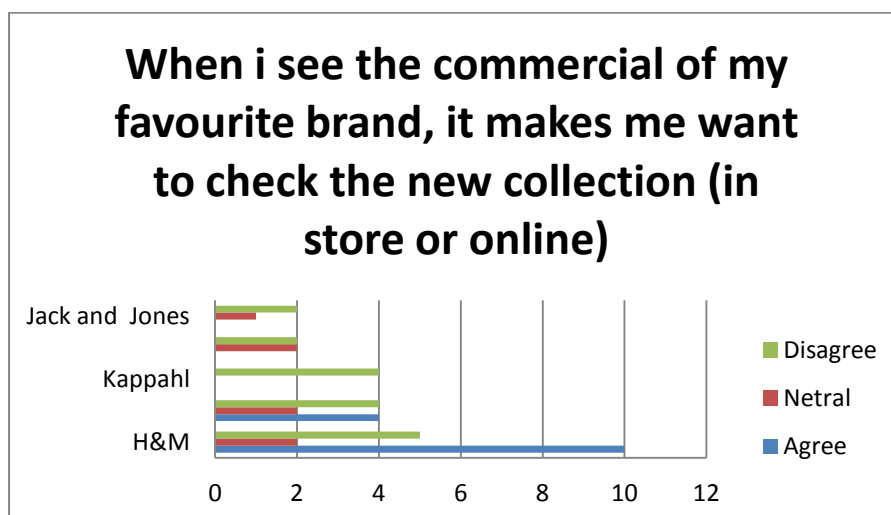
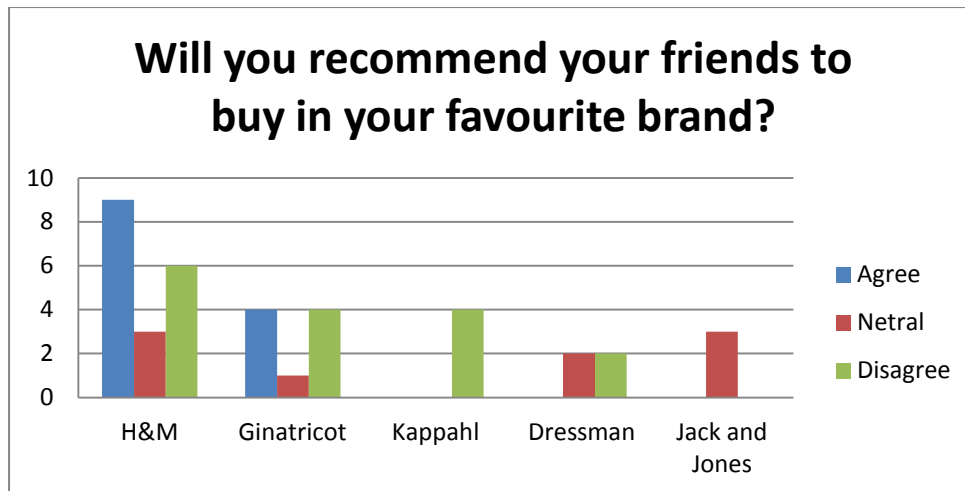
Jack Jones	
Conspicuous	3.6
Popular	3.6
Affordable	4
Fairly exclusive	2.6
Rare	1.6
Unique	2.6

Upmarket	2.6
Best Quality	3.6
Sophisticated	2.6
Superior	2.6
Exquisite	2.3
Attractive	4
Leading	3.3
Very Powerful	2.6
Succesfull	4
Based on the “Measuring the perception of Brand”, Journal of Brand management Vol11 no.6 (Vigneron& Johnson, 2004)	

Suprisingly eventhough JackJones don't do so much advertising on tv, they have quite good customers perception. This means that their “on-site”marketing strategy has been succesfully attract the customers, their shop merchandising and their collection are very attractive, eventhough the price isn't as lower as other, JackJones has been perceived as affordable.

5.5 Customer behaviour





Based on the research, Kappahl customers are one of the most unloyal indifferent customers, when they ask will they buy again, half of the say yes, but they attracted by the commercials and they don't prefer Kappahl first before they check another brands. From this result, it can

also be seen that Swedish consumer rarely recommend their favourite brand to others. This research also concludes that H&M and Gintatricot customers are the most quickly influenced target customers for the commercial because most of them admit that they want to check the new collections after they see the commercials. This behaviour is clearly known by the companies itself, because H&M and Gintatricot frequently publish commercial everytime they have new collection. H&M has a good brand perception (as discussed in the last section) and this related to the good brand loyalty of H&M, whose customers will buy more clothes from them, and will check their collection first before checking other brands.

6. Conclusion

After analyzing the company's strategies to attain the most of the profit from customers, and compared with the result from the questionnaires, I have come to some conclusions as below :

- The most effective marketing for the male customers are the on-site marketings which including a good visual merchandising and attractive window dressings
- The more companies invest on the mass-media commercial such as television or magazine advertising, the more positive perception had by the customers. The more positive perception means the customers most likely will be more loyal.
- Loyal customers will be very profitable for the company, since they will shop more, and check the stores more often, but Swedish customers rarely recommend their favourite brand to their friends. This is why the word of mouth has been replaced by the commercials. Meanwhile, some of the Swedish younger customers do telling people about their favourite brands (which is another kind of recommending) on their blogs.
- Related to the Swedish customers profile, only a small amount of them are very fashionable or following the trends very much. Most of the Swedish care about the comfortability and the quality of the clothes. According to the research, the Swedish people's materialism level is low.
- H&M has been trying to place their image as fashionable in the eye of customers (by their tv commercial and their product design), in the other hand most of their customers aren't as fashionable as H&M hope. Based on this research, only some of them dress trendy/ youthful, meanwhile most of them dress casual and comfortable.

This is a very good finding, which explains why there are a lot of too fashionable

clothes on the Sale shelves every season, meanwhile the casual clothes have more stable price and always reproduce every season (since they have more people buy them). Ginatricot has targeted themselves in a really good place for the young fashionable customers, and most of the customers who like Ginatricot are claimed themselves to follow trend and dress fashionably. This is a very interesting conclusion since Ginatricot has less fashion collection compared to H&M.

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Appendix 1

Please tick on the box beside the appropriate answer

Age

- ☐ 12- 18 years old
- ☐ 19-30 years old
- ☐ 31-39 years old
- ☐ Above 39 years old

Personal ncome after tax

- ☐ Under 10.000
- ☐ 11.000-20.000
- ☐ Above 20.000

Gender

- ☐ Man
- ☐ Woman

Marital status

- ☐ Single
- ☐ Cohabitant
- ☐ Married
- ☐ Divorced

Do you have kids?

- ☐ Yes
- ☐ No

Education

- ☐ Grundskola
- ☐ Gymnasium
- ☐ Bachelor Akademisk examen
- ☐ Master
- ☐ Phd

Job

- ☐ Student
- ☐ Office employee
- ☐ Factory employee
- ☐ Entrepreneur
- ☐ Unemployed

Are you following fashion trend?

- ☐ Yes
- ☐ Sometimes
- ☐ Not at all

How many times you shop clothes or shoes or accessories?

- ☐ Very often (more than 5 times a month)
- ☐ Occasionally (2-4 times a month)
- ☐ Rarely (maybe once a month or when i need clothes)

When is the last time you shop clothes?

- ☐ Last week
- ☐ Last month
- ☐ Dont remember

How do you dress?

- ☐ Luxuriously
- ☐ Professional
- ☐ Youthful
- ☐ Trendy
- ☐ Casual/ Comfortable
- ☐ Others,

Which one of these brands is the brand you most shop your clothes?

- ☐ H&M
- ☐ JC
- ☐ Gina Tricot
- ☐ Dressmann
- ☐ Cubus
- ☐ Lindex

Motivation Questions : To know what motivation the customers of H&M most have when they shop clothes .(Based on the Maslow's Hierarchy of Needs)

Pick three of these statements that best describe you:

- ☐ I dont care about fashion trends, i dont mind wearing old fashion clothes
- ☐ I dont mind wearing the same clothes for several days in a row
- ☐ When my clothes are worn out or broken, I will try to repair them instead buying new ones
- ☐ The quality and durability of the clothes are the most important thing for me
- ☐ The clothes must be comfortable and protect me from the bad weather
- ☐ I concern about the price of the clothes , if its really good quality then its okay if its expensive
- ☐ I dont always follow trends, but if it fits me , i will certainly follow the trend
- ☐ I dress like how my friends do, i dont want to be different
- ☐ I feel that i am being the part of my friends group if i dress like them.
- ☐ I enjoy to be admired by people because of my clothes
- ☐ Following the fashion trend is a must
- ☐ I admire designer clothes and luxurious stuff

Perception Questions

Cross (x) on measurement box on the position that you think explains best H&M

What do you think about your favourite fashion brand (which you have chosen before)?

Conspicuous _1_1_1_1_1_1

popular _1_1_1_1_1_1

affordable _1_1_1_1_1_1

fairly exclusive _1_1_1_1_1_1

rare _1_1_1_1_1_1

unique _1_1_1_1_1_1

upmarket _1_1_1_1_1_1

best quality _1_1_1_1_1_1

sophisticated _1_1_1_1_1_1

superior _1_1_1_1_1_1

exquisite _1_1_1_1_1_1

attractive _1_1_1_1_1_1

leading _1_1_1_1_1_1

very powerful _1_1_1_1_1_1

successful _1_1_1_1_1_1

(adapted from Frank Vigneron and Lester Johnson quitionaire of perception)

Personality Questions

Matrelialism

I admire people with expensive clothes.

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

I like to own things that impress people

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

I dont place much emphasis on the amount of material objects people own as a sign of success

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

I usualy buy things I need

- ☐ Strongly agree

- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

I try to make my life simple, as far as possession are concerned

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

I like a lot of luxury in my life

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

I have all the things I need to enjoy life

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

My life would be better if I own certain things I don't have

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

It bothers me when i cant afford to buy things i like.

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Vanity

the way i look is important *to me*

- ☐ Strongly agree
- ☐ Somewhat agree

- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

I am concerned about how i look

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

its important to always look good

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

People notice how attractive i am

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

People envy of my good look

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

My body is sexually appealing

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Profesional achievement is an obsession for me

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Achieving greater success than my peers is important to me

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

I want my achievement to be recognized by others

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

My achievement is highly regarded by others

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

I am good example of profesional success

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Other wish they are as success as me

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

(Adapted from Richard Netemeyer and Donald Lichtenstein survey of vanity)

Attitude And Buying Behaviour

Attitude

I will but shop more clothes on my favourite brand

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

I will recomend my friends to buy clothes in my favourite brand

- ☐ Strongly agree
- ☐ Somewhat agree

- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

I will check on my favourite brand everytime i shop before i check another brands.

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

When i saw my favourite brand commercial, i would like to check thenew collection in the shop or in the online shop

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree or disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Thank you for filling the questionnaire.

Appendix 2

Questionnaires Result on the excell document

