Iranian Young Consumer Preferences in Choosing International Fashion Brand

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Abstract
This study aimed to identify consumer preferences in choosing international fashion brand among Iranian young consumers. This study shows the fashion brand as the greatest impact on the country of origin from the commercial area of 350 respondents. In this case, perceived quality product, stimulate upgrade, the image of known brands and life style are vitally important. The result is highly significant for marketers in order to understand consumer preferences in choosing international fashion brand in developing countries. Marketers are able to have better market segmentation. They can also use it to formulate the competitive marketing strategies.

Key words: perceived quality product, stimulate upgrade, the image of known brands and life style.

Introduction
Fashion and fashion-oriented can be a sense of modernism. Modernism is a new look at the world and people. It is a knowledge that comes from living in, and breaking the past. Explicitly, it is reciprocated with the concept of tradition. Various definitions have been proposed for fashion and fashion-oriented. Fashion are cultural patterns that are part of the society are accepted. Fashion is a common way of ornament in different aspects of life. Modernity is the objectified form of modern culture. It is a companion to innovation, modernity, taste and fashion. Thus, modernity is ready to meet the challenge of aging, depression, history, tradition, and following the norms of sustainable. It has an inclination for innovation in culture and social value. Therefore, fashion-oriented and innovation in thought and behavior is a symbol modernism thought. Western societies have been a symbol of modernity and modernism. In fact, the process of modernization projects and new modes would be equivalent to western and westernization. From another point of view, the relationship between westernization and fashion oriented have been shown (Abdolrasoul Bayat and et al, 1381).

Young consumers play an important role in marketing. They have a huge impact on the allocation of cost including fashion industry. Each consumer’s features are unique (Yin-fah, Syuhaily, Yeoh, 2011). In addition to the historical and social infrastructure, fashion oriented among young people follow a set of principles and structures and the psychological motivations and needs some associated. Humans are instinctively crave variety. The young, the living and the beginning of a new chapter in the human world is vibrant and colorful natural instincts in shaping it, play a major role. Reaches its peak in youth diversity, friendliness and modernity. Seeking more aesthetic aspects of current life. (Based on Iranian statistics, 13-31 year-old).

At the present time, international brands are more important than local products. From 2000-2004, International fashion brands have annual growth rates of 2.9 %. It is about 9 MYR trillion. ASIA Pacific, Europe and The US have the highest international products, 50%, 21% and 16% respectively. Demand for an international marks are increasing faster than usual. Clothing and non-clothing items include hand bag, Sportswear, wardrobe, and other fashion products. Brands such as Gucci, Ralph Lauren, Calvin Klein, Armani Exchange, GAP and barbaric are considered as an international brands. Fashion is a common way of ornament in different aspects of life. Fashion is described as a challenge for product. It shows consumers identity (Aagerup, 2011). Basically; it has a positive influence on their style. Brand image is another important
item. Kynra considered that consumers tend to have a positive image of international brands. Brand personality is a central core of variable in decision-making. (Nasiry pour and others, 1389). Economics, labor, capital and land are the most important elements in classics. (Classical literature). This pattern is unable to explain how a product in efficiency, quality and beauty has been sold three times more than its base price. Marketing new approaches have been explained it. Brand is one of the most desirability in choosing. It makes special identity and links them to special group of society. According to psychology, it created a new kind of self-confidence. Consumers would pay different practical value. On the other hand, superior brands mean better quality. Therefore, the customer will receive valuable thing. Brands such as capital, technology and raw materials have an important role in organization. Brand takes advantage of customer and organization. Once using of brand is the leading cause of being comfortable. Brands get us more information about quality, business performance and other aspects. It leads to lower risk. It is considered as wealth. Brand has an attractive concept. Brand portion has expanded greatly over the last decade. There is a positive relationship between function and credibility. Increasing the credibility of the company is the leading cause of increasing market share and vice-versa. Credibility is a direct result of past function such as social and financial dimensions. The principles of morality and name are certain to increase credibility. (The same source, 16).

According to Hsi‘h .Pan. Setionoresearch (2004), the image of successful brands let consumers identify the amount of satisfaction, compare the main characters of brands among competitors and increase the chance of purchasing. There are a different ways of promotion ( Satty 2011). Consumers have different understanding. So, it needs to analyze suitable method of promotion. It takes the opportunity to understand market sectors. Market segmentation helps marketer to recognize potential consumer. On the other hand, it is possible to improve market position. Market segmentation makes it more competitive. Increasing globalization has effect on Iranian. There isn’t enough business case study about fashion. It gives us a brief description. There is general recognition that the study techniques help consumer to use marketing strategy. The study is determined to present an accurate picture. This is a valuable experience for agencies to set up rules. Is it possible to recognize the country of origin, the perceived quality, life style, brand image and promotion in Iranian young consumer preferences in choosing international fashion brand?

Theoretical framework and Hypothesis

Moorthy and Arockiasamy Lim said that the price and quality, advertising, and current fashion design are the main factors in consumer preferences. According to Papadopoulos et al. (1993), consumer preferences for country of origin (hereafter COO) is based on their knowledge of the products and brands. It shows their positive and negative attitude towards the COO. It is the moment when consumers buy foreign products. Therefore, COO has a major impact on consumer preferences (especially in the fashion industry).

According to Sidek and Ergin research, Consumers need quality information to assess international brands quality. Researchers announced that consumers are likely to show a positive behavior such as passing the news by word of mouth. They will repeatedly buy the same brand. Yee and Sidek (2008) said that higher level brands are the main cause of brand loyalty. Chakrabarti and Baisya (2009) announced that the last level of lifestyle in fashion design is so important. So consumers will buy their products once more. Customer satisfaction is important because it provides marketers and business owners in a way that they can use to manage and improve their businesses. Kanwal believed that having knowledge of fashion leads to buy expensive products (2001). Brand image can be made by advertising, improvements, user experience, or even product features. Akaah (1988) said that a consumer would buy products based on good quality and having less danger. This is strongly supported by Rao and Monroe (1988). They said that good brand image would get a great feedback from consumers. In fact, consumers can get their information at the time of purchasing. Thus, factors such as brand image will be used by consumers while purchasing. Consumer preferences are shown as special measures. If these products meet their needs, consumers will use them. Scientists tend to be at an advantage when applying it (1970). It was the moment when they started to consider the brand preferences records. (Mulyanegara, Tsaren KO, 2009). It is vital for manufacturers and advertising agencies to understand people think (Auty, Elliott, 1998). Manufacturers have decided to implement the marketing strategy in order to figure out brands and shareholder’s equity. It leads to stimulate consumer loyalty, return on investment, marketing communication for tangible asset and intangible ones such as brand awareness, image and loyalty (Wonglorsaichon, Sathainrapabayut, 2008). Therefore, it’s hard for marketers to promote their brands through annual advertising.
Identifying the brand value

David Akar in his book, named creating strong brands, put emphasis on the process of creating a brand based on the concept of brand identity. On the other hand, it is a foundation of strong brand. Brand is a unique set of associations. Brand strategist tend to maintain it (Kazemi Rad, 1388)

There are four views as follows:

1-Brand as a product: it includes product features, quality, products territory and products related to special brand. Other parts include using appropriate position. It is a moment when the company tries to gain control on specific functional status. It also expresses special brand position. The special relationship between brand and country of origin lead to credit.

2-Brand as an organization: This approach emphasizes the importance of organization. It includes innovation and consumers. It has a local dimension. It has a global identity and tries to join the local markets. It also depends on selection process in organization. Local strategy is the leading cause of knowing your customers' needs. On the other hand, a global strategy refers to its longevity and stability.

3-Brand as a person: it includes the brand personality. Brand personality is a set of human features related to brand. These features include gender, age, interest and its favor.

4-Brand as a symbol: Acker believes that a strong symbol can be the basis of brand identity. It leads to increasing brand recognition among consumers. In his opinion, visual and tangible methods, such as illustration can be the most effective ways of creating brand symbol. (The same source, 97-100)

Methodology

Sampling and test
Random sampling has been used. The reason I called was to achieve the sampling distribution of the population. Sample is distributed in special commercial retail shops. In this case, researchers can easily reach the target respondents and collect the information faster than usual. Corrective measures include 21-30 – year-old ones. That’s a totally 350 samples. A pilot study was conducted before its actual study. The aim of the research is to estimate the reliability in actual study. 25 people got involved in this study.

measured variables
This study used a questionnaire as a study tool. Gender, age group, occupation and income level are explained in detail. The perceived quality and image of brand have been measured by Zeb Rashid, Javeed (201). Life style
and upgrade stimulation are measured four and three cases. The research has been approved by Yee, Sidek (2008). Two things are used including country of origin and consumer choosing preference. Experiment is done with regard to the Iranian context. Likert scale has been performed here. (StronglyAgree, Agree, Neutral, Disagree, Strongly Disagree). The main aim of the research is to find analytical purposes. The questions are designed to provide score based on country of origin, the perceived quality, life style, the perceived image of brand, and promotion. The higher score, the higher interest.

Data analysis
The research involves collecting data from Windows (SPSS for 20.0) for social science. Descriptive analysis of frequency and its percentage have been used here. The Pearson product-moment correlation coefficient (sometimes referred to as the PPMCC or PCC or Pearson’s r), (it is a measure of the linear correlation (dependence) between two variables X and Y, giving a value between ±1 and −1 inclusive, where 1 is total positive correlation, 0 is no correlation, and −1 is total negative correlation), T-independent, $X^2$ test and Multiple linear regression are widely used in this study. The significance level was 5 %.

Findings
There are 116 women (33/2 % females) and 234 men (66/85 %), respectively. About 8 % (28 ones from a total of 350 responses) are 18 – 20 years old. One out of every four respondents is 31 or higher. Kind of occupation: 198 or 56/52 % are self-employed. 91 ones have their own jobs (26%) and 61 or 17/39 % work at the managerial level. Income distribution shows that 171 or 48/82 % of people earn 1-3 million per month. 91 or 26/08 % of them earn almost 500000 to 1000000 and 46 or 13/04 % of them earn less than 500000 and more than 300000. The Pearson product-moment correlation gave us an estimate of selected variables. It shows the coherence and relationship among variables. Consumer preferences in choosing are strongly related to COO (R = 0.838, p<0.05), the perceived quality (R = 0.796, p<0.05), life style (R = 0.670, p<0.05) and promotion (R = 0.745, p<0.05).

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std.error of estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0/921</td>
<td>0/712</td>
<td>0/907</td>
<td>0/20001</td>
</tr>
</tbody>
</table>

The coefficient of determination is $R^2 = 0/712$. There is a significant role of country of origin, quality, style, brand image and 81.2 percent of promotion with regard to consumer preferences in choosing international fashion brand. 8/81 percent of them are classified as an elastic agents (81.2-100%). This is beyond our control.

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>197/02</td>
<td>153</td>
<td>6/025</td>
<td>210/7</td>
<td>0/000</td>
</tr>
<tr>
<td>Residual</td>
<td>152/98</td>
<td>197</td>
<td>0/036</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>350</td>
<td>350</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

According to the table, the value is 210/700. The result is highly significant for 0/000 level (p<0.1). The overall regression model can be really useful to the country of origin, quality, style, brand image and promotion.
Table 3: Correlation

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized coefficients</th>
<th>Standardized coefficients</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>0.313</td>
<td>0.123</td>
<td>3.407</td>
<td>0.001</td>
</tr>
<tr>
<td>Country of origin</td>
<td>0.211</td>
<td>0.036</td>
<td>8.802</td>
<td>0.000</td>
</tr>
<tr>
<td>Quality</td>
<td>0.086</td>
<td>0.053</td>
<td>0.444</td>
<td>3.986</td>
</tr>
<tr>
<td>Style</td>
<td>0.099</td>
<td>0.045</td>
<td>0.253</td>
<td>1.978</td>
</tr>
<tr>
<td>Brand image</td>
<td>0.100</td>
<td>0.050</td>
<td>0.111</td>
<td>2.436</td>
</tr>
<tr>
<td>Promotion</td>
<td>0.123</td>
<td></td>
<td>0.128</td>
<td></td>
</tr>
</tbody>
</table>

Dependent variable: consumer preferences in choosing international fashion brand
The formulation of Beta –value is as follows, so dependent variable (P, BL, S, Q, COO) has an influence on independent variable (CCP):
CCP=0.444 COO+0.253Q + 0.099S + 0.111 BI +0.128 P
(t=8.802) (t=3.986) (t=1.978) (2.346) (t=2.436)
CCP = Consumer choosing preferences
COO = Country of origin
Q = Quality
S = Style
BL = Brand image
P = Promotion
According to the table, country of origin has a positive influence on consumer preferences in choosing international fashion brand (P=0.000, t=8.802, β=0.444). If country of origin increases by a unit, consumer preferences will increase by 0.444. Quality is highly significant for consumer preferences in choosing international fashion brand (t=3.986, p=0.000, β=0.253). If quality increases by a unit, consumer preferences will increase by 0.253. Style is effective form of consumer preferences in choosing international fashion brand (t=1.978, P = 0.05, β=0.099). If style increases by a unit, consumer preferences will increase by 0.099. Brand image is effective form of consumer preferences in choosing international fashion brand (t=2.346, P =0.020, β=0.111). If brand image increases by a unit, consumer preferences will increase by 0.111. Promotion is effective form of consumer preferences in choosing international fashion brand (β=0.128, P=0.016, T = 2.436). If promotion increases by a unit, consumer preferences will increase by 0.128.

Results
Today’s world is the world of technology. Every movement will be estimated by brand. It appears all successes and failures. Today, brand or brand capital take account of occupation. The value of a company is more than tangible assets. The research shows that the strongest predictor of the country of origin is international brands. It has done by MacLachlan, Johansson, and Heimbach (1989). In fact, country of origin is the strongest factor in consumer. If the country of origin isn’t suitable, Consumers will not pay more attention to another factor. On the other hand, quality is one of the important factor in consumer preferences (β=0.253). It gets more satisfaction from the consumers. Promotion works just as well. The aim of the study is to determine consumer preferences in choosing international fashion brand. However, this study is done in an Iranian concept and without any attention to cultural differences. These factors have a knock-on effect throughout purchasing behavior. In addition, the data is collected from one area. Therefore, future research should be different in order to know more about the profile of the consumer. A similar study will be done in the future to increase its sample. There isn’t enough reliable result to generalize the whole international trade preferences.
References