

A study conducted to forecast the establishment of brand equity in the Chinese clothing market

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Abstract

This research analyses the relationship between the brand equity dimensions (brand awareness, brand loyalty, brand image and perceived quality) with the brand equity using the clothing sector in China. It does so by building on Yoo, Donthu, and Lee's (2000) brand equity generation model. An intercept survey was carried out in shopping centres in Beijing and Shanghai, the two major cities in China, in order to collect the necessary data. Chinese consumers are beginning to appear and behave more like their counterparts in more industrialised nations as the country's middle class continues to grow and the market continues to become more global. The directional relationships between brand equity and each of the investigated variables, including perceived quality, brand awareness, brand image, and brand loyalty, were found to be contentious. This finding was consistent with what was discovered in the literature review. On the other hand, ANOVA was applied in order to investigate their linkages in the Chinese market using the data from the study. The data may be able to be utilised by marketers as a means of informing decisions

on distribution strategy in the Chinese market.

The analysis of variance (ANOVA) results of the study revealed that distribution intensity had a positive association with all indicators of brand performance (recognition, loyalty, perception, and perceived quality). As a consequence of this, there is a possibility that a lower impression of quality among Chinese customers will result in a more positive brand image and an increase in customer loyalty in the Chinese market.

Keywords: Brand, Perceived Quality, Brand Image, Brand Awareness

1.1 INTRODUCTION

The term "Brand Equity" describes the added value that consumers are willing to pay for a brand-name product over a generic substitute. Making their products stand out from the competition in terms of quality and dependability is one way for businesses to build brand equity. Advertising campaigns targeting a large audience can contribute to building a reputable brand. Customers are willing to pay a premium for a company's goods even if they are available elsewhere for a lower price if the company's brand equity is strong. In a sense, consumers will fork over more cash to support a reputable company. The difference in price is profit for the company with brand equity because it does not have to spend more than its rivals to get the product to market. The company is able to generate higher margins thanks to the reputation of its brand.

The majority of people are of the view that the marketing strategy of a company is the single most important component in establishing the brand equity of a particular product or service. Numerous studies have been conducted to investigate the topic of how the different aspects of a marketing mix could have an effect on the value of a brand over the course of time. These investigations have been carried out in order to better understand the topic. Until these theories have been validated via empirical research, it is not possible to declare with absolute confidence whether or not they are relevant to markets situated in countries other than the United States or other Western nations. In contrast, the current research investigated the relationship between marketing activities and brand equity for imported garment firms in China by employing a tried-and-true method for the creation of brand equity known as the Brand Equity Creation Model. This method was chosen because it has been shown to be effective in the past. In particular, the researchers were interested in examining the connection between these two aspects with regard to China. The benefits that come with having a well-known brand name attached to a product are referred to as "brand equity." These benefits may be measured in terms of the product's usefulness in everyday life or its monetary value. Numerous studies have demonstrated that various marketing methods and circumstances in the market each have their own distinct influence on the brand equity of a specific organisation. This impact may be positive or negative, depending on the circumstances. The amount of money spent on advertising, the amount of money spent on the sales force and marketing research, the age of the brand, the advertising share, the order of entry, and the product portfolio are some of the components that go into determining brand equity, as stated by Simon and Sullivan (2019). Other factors that go into determining brand equity include the advertising share, the order of entry, and the product portfolio. Another statistic that may be used in the process of evaluating the equity of a brand is the advertising share. Public relations, product warranties, slogans or jingles, logos, and product packaging are a few examples of marketing strategies that have been argued for. Other strategies include jingles and slogans. Keller is of the opinion that the majority of marketing strategies, such as advertising, promotion, event marketing and sponsorship, and public relations, all have a positive impact on the amount of brand equity possessed by a firm. Goes on to say that many different marketing methods contribute in a number of ways, and that

each of those strategies has its own distinct personality. When it comes to the strategy of cultivating a feeling of consumer loyalty toward a brand, many people think that advertising has a crucial place in the marketing communications mix. This is because advertising is one of the most visible forms of communicating with customers (Hawley, 2022).

LITERATURE REVIEW

The theoretical framework was developed after extensive research was carried out on a range of topics relevant to the issue at hand. These areas included, but were not limited to: brand equity and brand awareness; conspicuous consumption; and traditional marketing methods. The route model provides further insight into the interrelationships that already exist between these fundamental components. Step one in the research methodology that our organisation uses involves the formulation of hypotheses about the connections that may or may not exist between the aforementioned elements and the propensity of individuals to spend money on products that draw attention to themselves. The following material provides detailed descriptions of the many thoughts and hypotheses that have been developed.

The term "brand equity" refers to the positive and negative characteristics of a company's brand, which includes the firm's name and logo, that influence the value of the products and services that the company offers. These characteristics can be found in a company's reputation, which is also referred to as "brand awareness." The presence of assets and liabilities that are tied to a brand's name and/or logo is the basis upon which brand equity is formed. This foundation may be thought of as the skeleton of brand equity. It is conceivable that some or all of the brand's assets or liabilities may be harmed, and some of them may even be lost, if the name or symbol of the brand is altered. If this happens, the brand may also lose part of its value.

The Organization At least a half dozen distinct avenues exist via which the company's brand equity have the ability to generate value for the business. Providing a marginal cash flow to the firm in addition to what the company currently earns from the customer is one of these techniques. To begin, it may be used to increase marketing initiatives that are aimed at recruiting new consumers or reengaging with clients who have previously been acquired as customers. When consumers are already familiar with a brand and there is no need to convince them of the product's quality, promotions that provide incentives for consumers to explore new flavours or new uses can have a greater chance of being successful. This is because there is less of a need to convince consumers that the product is of a high quality.

Fig.2: Framework



2.1 Social media marketing:

The fact that social networking provides an indirect, fascinating, and low-cost connection for creative expression and knowledge is the primary reason why it is essential for businesses to promote social networking to their customers. The strength of people's relationships in the real world translates to their online interactions and vice versa. Second, the usage of social media platforms enables users to develop relationships with one another that are richer and more significant than they have ever been before. Second, it is possible to rapidly mobilise the online population in reaction to an event such as a market promotion or a contract.

Social media and luxury brands:

Various conceptions of luxury products have been put forward in the body of management research published in academic journals. The concepts discussed here are associated with concepts such as high quality, high transaction value, scarcity, hand-made quality, and high cost. Labels of luxury are a status symbol for those who have achieved financial success. Scarcity and exclusivity are two of the most differentiating aspects of premium brands in comparison to those of less affluent manufacturers. This is due to the fact that luxury goods would no longer be deemed elite if they were generally available to all buyers. Keller (2009) came to the conclusion that in order for luxury companies to maintain their growth over time, they must generally confront three major trade-offs: the trade-off between exclusivity and accessibility; the trade-off between classic and contemporary images; and the trade-off between acquisition and retention. In light of these challenges, marketing managers are obligated to remain on the lookout for innovative and long-term methods that can be used to promote luxury goods. The dawn of the digital age has brought about significant shifts in the realm of high fashion that have had far-reaching implications (Kapferer, 2014).

Brand equity:

The potential of social media to build brand equity has a favourable correlation with the likelihood of existing consumers to make more purchases in the near future. Given the existence of this link, it can be deduced that the capacity of social media to generate brand equity has a positive correlation with the likelihood that customers would make a subsequent purchase. The degree to which a company has been successful in establishing and keeping its reputation is a significant factor in determining what is known as "brand equity." One way to conceptualise brand equity is as the value that consumers put on a particular brand.

Brand Loyalty

It is widely acknowledged as an important element that contributes to the overall design of a well-known company's products. To put it another way, this refers to an individual's practise of continuously buying things from their favoured brand (s). To put it another way, it is helpful to the success of a brand to provide constant support to the development of that brand. When discussing a business, the term "brand equity" refers to the likelihood that clients would participate in behaviors such as "brand awareness," "brand consideration," and "brand preference." Considerable empirical evidence supports the hypothesis that a company's attitude toward the goods and services it sells has an effect on consumers' perceptions of that company's brand (Liu et al., 2017).

Brand Awareness:

When potential customers are asked to choose between multiple possibilities for the same product, it is a good sign if they are able to identify the specific brand in question. There is a correlation between the kind of items and the labels that they carry. There is a chance that more attention regarding the Metropolitan Museum will affect people's awareness of Metropolitan Life. In a similar vein, increasing brand recognition for Levi's may not be the same as increasing brand awareness for Levi's by using a large Levi's balloon. This is because brand recognition is a more

in-depth form of brand awareness. If, on the other hand, the balloon is made to resemble a pair of Levi's 301 jeans, customers will quickly establish the connection between the balloon and the brand, which will increase the effectiveness of the balloon as a means of enhancing consumer awareness of the brand.



FIGURE 3-3 The Awareness Pyramid

Premium Quality:

The perception that customers have regarding a product or service's capacity to fulfil a particular requirement is referred to as brand equity. According to a number of studies, customers who are concerned about their social status are more willing to shell out additional funds in order to purchase a product from a more prominent brand. It was hypothesised that a person's hedonistic requirements may be satisfied by their level of status consumption. Because it places more of an emphasis on value than it does on differentiated functional advantages, it can also be used as a measurement of how successful the brand is (Cui et al., 2020). The reliability of online evaluations that concentrate on the value that a product provides in comparison to its price can have a significant impact on the likelihood that consumers will make a purchase (Dwivedi et al., 2018).

Brand association:

Another component of brand equity is the number of favourable connections that customers have with the product or service in question. One description of a brand image is "anything connected in one's mind with a brand," while another describes it as "a succession of associations, usually tied to one another in some meaningful way." The definition of "brand

associations" is "impressions based on other information that is related to impressions generated by the brand in the minds of customers and that incorporate the brand's significance for the consumers." Previous research suggested that the linked impression link might refer to a range of characteristics. These elements could include a particular product, location of origin, firm, competitor, seller, or consumers who meet a given profile of demographics or lifestyle. On the other side, it's feasible that a stronger brand link will be formed as a result of a bigger number of overlapping or similar events or exposures to communications.

CUSTOMER-BASED BRAND EQUITY

When investigating the value of a brand, academics and marketers alike use a wide range of study methodologies. One might approach the problem of finding a solution to it from a number of different angles, but they can all be unified under one of these three umbrella headings: customer-centric, financial, or integrated. Researching brand equity from the perspective of the consumer, also known as "customer-based brand equity," involves examining the ways in which different types of brand knowledge, such as consumer associations and familiarity, impact the consumer's reaction to the marketing activities of a brand.

SOCIAL MEDIA PLATFORM AND BRAND EQUITY

Customers buy luxury goods for two basic reasons: the first is to flaunt their riches and feeling of self-esteem, and the second is to give in to some naughty, self-indulgent enjoyment. Both of these motivations are important to the customer, but the first is more important. The future of high-end record labels will be shaped by the interactions between these two pillars in a significant way. It's possible that this will be different based on the nation in which you are now situated, and it's also possible that it may shift throughout the course of time. There are a variety of routes that may be taken for a business's brand to exert some kind of sway on the beliefs and viewpoints of the customers that the company is attempting to connect with. Because of recent developments in digital methods of mass communication, information may now be sent all over the globe in a way that is noticeably more effective. One of the findings that may be drawn is that social media is an ideal venue for companies to develop customer goodwill and loyalty among rich people by means of the delivery of accurate and engaging brand material. This might be one of the conclusions that is reached. This is one of the inferences that may be made from the information provided in this statement.

STATUS CONSUMPTION AND PURCHASE INTENTION OF LUXURY BRANDS

In today's world of globalized advertising, there is hardly little attention paid to the consumption of status symbols. Because of this, the primary objective of this study is to investigate this notion and devise a strategy for making use of it to predict the behavior of customers in relation to luxury brands. Customers that are interested in purchasing premium status brands do so because they are

aware of the social worth that is linked with the products they buy and consume. Consumption of status symbols is "primarily "unreasonable" (psychological) in its manifestation and motive," and the extent to which consumers flaunt their money is mostly up to them. Consumption of status symbols is "mostly "unreasonable" (psychological) in its manifestation and motivation." Consumption for the sake of one's social standing is one of the many aspects that play a role in determining whether or not a person will spend money on luxury goods. It is feasible to measure the social function attitudes of users who show their individuality through their consumption of luxury brands and the advertising of those brands on social media.

BRAND TRUST

The continuous learning and comprehension that customers go through over the course of a brand's existence is what contributes to the expansion of their faith in that particular brand. A consumer's accumulated knowledge and experience with a particular brand can be viewed of as trust in that brand. This knowledge and experience is the result of the consumer's personal contacts with the brand, which can include both positive and negative experiences. Since the turn of the millennium, trust has become an increasingly important concept in the realm of branding, and numerous scholarly investigations have come to the conclusion that the rise of relationship marketing is primarily responsible for this shift.

MEDIATING ROLE OF GENDER

It's common practise to assume that men and women have different tastes and priorities based on their gender. For instance, it is commonly believed that men are more likely to act swiftly while pursuing important goals (in that they are more responsive to self-relevant personal data). Women, on the other hand, value personal and communal goals more highly. It has also been noted that the luxury purchasing habits of males tend to be more practical, while those of women tend to be more symbolic and emotional.

BRANDS IN THE CHINESE CULTURAL CONTEXT:

According to proponents of the consumer culture theory, a brand is the cultural and symbolic form that consumers use to make sense of the world. This is the shape that a brand takes. Because of this, the importance of a commodity may shift from one culture to another based on how that thing is used in that society. It is necessary to first highlight the significant cultural differences that exist between the two regions in order to demonstrate why Western branding strategies and ideas are ineffective when applied to Asian firms. This is necessary in order to demonstrate why Western branding strategies and ideas are ineffective when applied to Asian firms. revealed many of the most granular particulars of the Asian marketing methods. Eckhardt and Houston's research has shown that local cultural values and the peculiar transitional context, which reveals tensions between traditional/national ways of interacting and new ideas and ways of interacting, play a significant role in how Chinese consumers interpret the brand meaning of even a globally renown brand like McDonald's. This is because local cultural values and the transitional context reveal

tensions between traditional/national ways of interacting and new ideas and ways of interacting. Despite the fact that Eckhardt and Houston have shown that local cultural values and the specific transitional setting play a substantial effect in how Chinese consumers understand the brand meaning of even an internationally famous company, this continues to be the case. It has been discovered that Chinese consumers' interpretations of international and domestic television and print advertising are either motivated by a desire for global cosmopolitanism and status goods for the sake of mianzi (prestige face), or by a more nationalistic impulse to invoke Chinese values that are viewed as local in origin. Both of these motivations have been found to play a role. It has been shown that Chinese consumers' perceptions of foreign and domestic television and print advertising are either motivated by a desire for global cosmopolitanism or prestige products. This finding follows in the same line as the previous one.

BRAND EQUITY MEASURES AND CROSS-COUNTRY VALIDITY

In recent years, the notion of brand equity has attracted a lot of attention among academics as a result of the relevance it has in affecting the buying choices of consumers and in producing money. There have been two primary schools of thought regarding brand equity: the consumer-based approach, which evaluates the brand based on consumers' knowledge of the brand and their subsequent relationships to the brand, and the financial approach, which focuses on how to estimate the brand's financial value for the firm. Both of these schools of thought have been around for quite some time. Both of these schools of thought have been active for a considerable amount of time in the world.

GARMENT MARKET

The women's Garment market:

According to Statista, a company that provides data on many industries, retail sales of women's clothes are expected to reach RMB1.1 trillion by the year 2021. According to recent research, more over fifty percent of all female consumers spend at least four hundred renminbi (RMB) every month on clothing. According to iiMedia Report, the three types of clothing that Chinese women wear the most frequently that are dresses (purchased by 65.3% of female consumers), T-shirts (purchased by 50.4% of female consumers), and sweaters (purchased by 48.3% of female consumers) are the three most popular types of clothing. The rise in popularity of women participating in sports and other forms of physical exercise has resulted in the widespread incorporation of athletic gear as a fundamental component of everyday urban fashion. Combining athletic wear, such as yoga pants and a sports bra, with more conventional business attire, such as a blazer or a baggy T-shirt, is a look that is popular among a lot of women who live in major and secondary cities on the mainland.

MARKET COMPETITION:

China has 13,067 garment firms over a designated scale in July 2022, an increase of 4.8% from June 2021, according to the Ministry of Industry and Information Technology. Over the course of

many years, specialized markets have evolved into a reliable system for the distribution of apparel products. These markets provide a substantial industrial backbone due to their high levels of sales and visibility.

Sales Channels :

The majority of the clothing that is sold on the mainland is done so through department stores, specialty shops, and online marketplaces. In the past, the principal distribution locations for clothing were traditionally large department stores. The decline in clothes sales experienced by department stores in recent years can be attributed to the proliferation of online shopping. A research by Media found that while 38% of Chinese customers prefer to shop for apparel in physical stores, 62% of Chinese customers prefer to shop for clothing online. At a survey that was carried out by Statista, nearly half of the respondents surveyed stated that they still prefer shopping in traditional brick-and-mortar stores because they are able to inspect the quality of the goods up close and can even try them on if necessary. A positive aspect is that they are aware that the clothing is of superior quality.

STUDY DESIGN

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

Study Area:

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

Data collection:

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

A STUDY CONDUCTED TO FORECAST THE ESTABLISHMENT OF BRAND EQUITY IN THE CHINESE CLOTHING MARKET

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

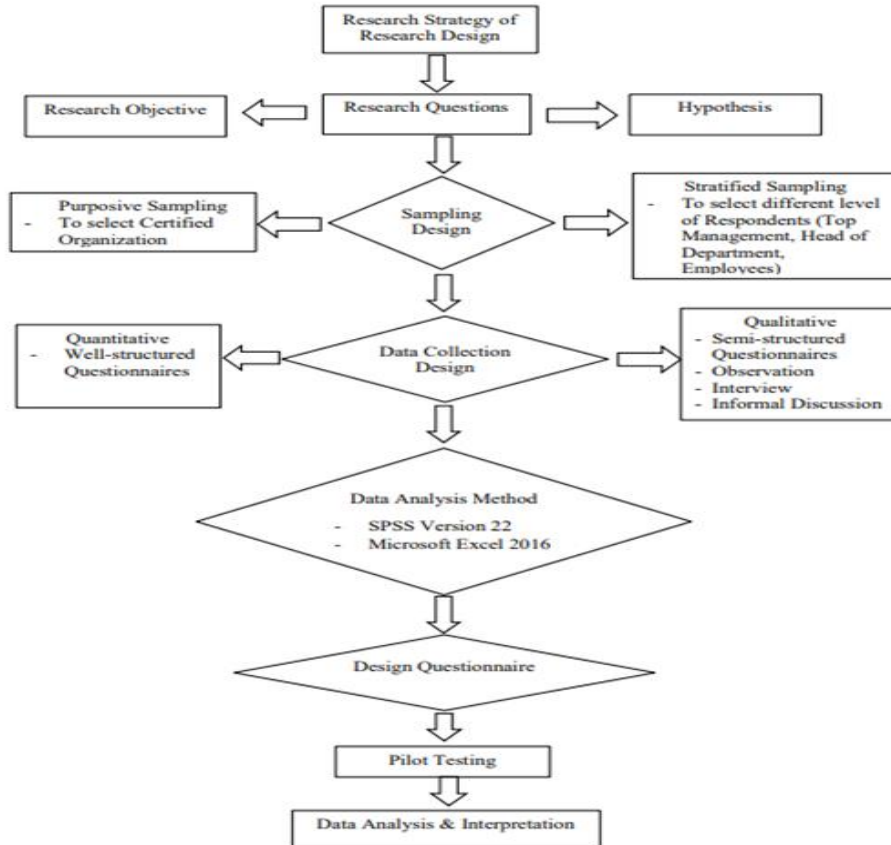
Likert scale, rating system, used in questionnaires, that is designed to measure people's attitudes, opinions, or perceptions. Subjects choose from a range of possible responses to a specific question or statement; responses typically include "strongly agree," "agree," "did not answer," "disagree," and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

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

SAMPLE

Data for the study was collected collection method and interview. Sample Size calculated through Rao-soft software was 600, total 775 questionnaires were distributed, out of which 662questionnaire were received back, and 13 questionnaires were rejected because they were incomplete. The final number of questionnaires used for study is 649 with 297 females and 392 males respectively. The member of the study surveyed were the following: Teacher 137 respondents (21.0%), Designer 123 respondents (19.0%), Engineer 96 respondents (15.0%), Doctor 89 respondents (14.0%), Business Analyst 107 respondents (16.0%), Pvt. Employee 97 respondents (14.0%).

A STUDY CONDUCTED TO FORECAST THE ESTABLISHMENT OF BRAND EQUITY IN THE CHINESE CLOTHING MARKET



Variables:

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

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

(i) BRAND EQUITY:

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

encourage them to continue purchasing from the company rather than from competitors who produce products that are functionally equivalent.

PREDICTION OF BRAND ESTABLISHMENT:

Developing a brand requires determining your company's strategy, your ideal consumers and the needs they have, your competitors, as well as your brand's positioning and messaging. As soon as you have established your core brand identity, you will be able to design a logo and tagline, as well as formulate a branding and marketing strategy simultaneously.

The following questions were designed to collect information for the domain prediction of brand establishment, are mentioned as below:

- The brand is Reliable.(1)
- The brand is Reasonable priced.(2)
- The brand is Exclusive.(3)
- The brand is of High quality.(4)
- The brand is Durable.(5)

The above questions were used to test the hypothesis formulated between the independent variable prediction of brand establishment and the dependent variable brand equity.

METHOD OF ANALYSIS:

It is possible to examine data using a variety of statistical tests using SPSS software, version 25. As part of this study, SPSS will be used to analyse data from the survey questionnaire.

1. **Descriptive Statistic Method** – For scientific research, this is the most straightforward approach of analysing data and guaranteeing that all of the important data is accessible for comparison and analysis. They were the foundation for almost any quantitative study of data, along with basic pictorial analysis.
2. **Reliability Test** – Each individual item on a scale is compared to the total of the remaining elements in order to determine how well each item correlates. It assesses the degree of consistency and dependability among the various factors on a scale. Cronbach's alpha coefficient is a measure of internal consistency and trustworthiness. If the Cronbach's alpha is higher than or equal to 0.700, then the strength data may be accepted.
3. **Independent t-Test** – With parametric and regularly distributed data, the independent-test is a strong but limited test. It is used to determine whether the means of two unrelated groups or circumstances are statistically different.

4. **One-Way Analysis of Variance (ANOVA)** – If two or more independent variables have statistical significance, one-way ANOVA is performed (unrelated group). One-way ANOVA was performed in this study to assess whether there was a significant connection between age, gender, and occupation level with various domains of surveillance and awareness of brand equity. At 5 percent and 95 percent confidence intervals, the researcher will utilise the statistical significance threshold to estimate statistical significance. As long as the p-value is greater than 0.05, the null hypothesis is accepted. Although one-way ANOVA is an omnibus test statistic, it does not tell the researcher which individual groups were statistically significantly different from one other; it just informs researcher that at least two groups were different. As a result, if the significance threshold is less than 0.05, and an alternative hypothesis is accepted showing that the data is abnormally distributed, then a post-hoc test is necessary. It was discovered via the use of a post-hoc test which groups were statistically distinct from one another.

5. **Data analysis Software** – Data may be analysed with the help of SPSS version 25.

CONCEPTUAL FRAMEWORK

It is in this section that the study's conceptual framework and hypothesized relationships are laid forth. However, some of the variables could be mediated by other variables in the model's basic model, which looked at direct effects of five variables on commitment. In a conceptual framework, extra concepts and empirical facts are gained from the relevant body of study, in addition to one or more formal theories that are incorporated (either in part or in their whole). The objective of this section is to illustrate the links between these ideas and to show how those connections relate to the subject of the investigation.

CONCLUSION

This study was undertaken with the intention of providing a complete analysis of the manner in which a variety of marketing methods contribute to the growth of brand equity in the Chinese market. The findings of previously conducted study serve as the basis for its hypotheses. were carried out in the West for the most part. Yoo, Donthu, and Lee (2000) were the first researchers to explore the effects of different marketing actions on brand equity. Their findings served as the inspiration for the Brand Equity Creation Process Model that is presented in this article. The research that Yoo, Donthu, and Lee carried out in 2000 was the first time their Brand Equity Creation Model was used to a study, and an American sample was used. Yoo and Donthu carried out an investigation of the same nature with participants drawn from the Korean population in the year 2002.

This study found that many types of marketing activity connect with various dimensions of brand equity, which is consistent with the findings of Yoo et al. (2000) and Yoo and Donthu (2001). Chinese consumers are beginning to appear and behave more like their counterparts in more

industrialised nations as the country's middle class continues to grow and the market continues to become more global. The directional relationships between brand equity and each of the investigated variables, including perceived quality, brand awareness, brand image, and brand loyalty, were found to be contentious. This finding was consistent with what was discovered in the literature review. On the other hand, ANOVA was applied in order to investigate their linkages in the Chinese market using the data from the study. The data may be able to be utilised by marketers as a means of informing decisions on distribution strategy in the Chinese market.

The analysis of variance (ANOVA) results of the study revealed that distribution intensity had a positive association with all indicators of brand performance (recognition, loyalty, perception, and perceived quality). As a consequence of this, there is a possibility that a lower impression of quality among Chinese customers will result in a more positive brand image and an increase in customer loyalty in the Chinese market.

6.2 Summary of Findings:

The empirical confirmation of the causal relationships between the independent variables (brand equity dimensions) and the brand in the Chinese market is demonstrated by the results, which show that four of the proposed hypotheses are supported by the data from the research model consisting of four variables with four hypothesised relationships. This shows that the empirical confirmation of the causal relationships between the independent variables (brand equity dimensions) and the brand in the Chinese market is demonstrated by the results. The information that was gleaned from this research is summarised in the following paragraphs.

1. The specific marketing strategy that is put into action by a business in the Chinese market will have a significant effect on the growth of the company's brand equity in that market.
2. Positive attitudes are held by Chinese customers toward various marketing strategies and the manner in which they consume brands that are associated with these strategies.
3. There is a strong relationship between the four dimensions, and this relationship has an impact on the growth of brand equity in the Chinese market.
4. Improving the level of a company's brand recognition in the Chinese market is the first step in the process of creating brand equity. This, in turn, helps improve the company's value in all three other aspects of brand equity.
5. The Chinese market is one in which high-level perceptions of quality have the potential to boost both a brand's image and its customers' loyalty to the brand.
6. A positive relationship with a brand results in increased brand loyalty on the part of Chinese consumers when it comes to that brand.
7. A positive brand image in China has a positive impact on brand recognition and brand loyalty, as well as the perceived quality of the items it carries, which in turn has a positive impact on the bottom line.
8. Consumers' perceptions of the brand's quality, as well as their awareness of and association with the brand, are likely to improve if marketing in the Chinese market is centred on specific consumers.

Implications

Since China's entry into the WTO, restrictions on market access and controls on foreign investment in the apparel retailing industry have been gradually eliminated. This was done in the hope that opportunities in the apparel retailing market would increase in tandem with China's membership in the WTO. It is reasonable to anticipate a bigger total number of competitors. In the meantime, as disposable incomes continue to climb in China, more consumers are finding themselves interested in and able to afford clothing from foreign labels. This research helps in the formulation of effective strategies for competing in the market by offering a more holistic image of the market and the connection between marketing actions and brand equity. Specifically, this research focuses on the relationship between the two. To get started, it might be beneficial to look at China in order to gain an understanding of how brand equity is built in the greater China area (Mainland China, Taiwan, and Hong Kong Special Administrative Region), as well as in other developing countries that share cultural traditions that are similar to China's. In addition, it might be helpful for Chinese marketers who are seeking to create their brands in the market, and it might contribute to a deeper understanding of the connection between marketing strategy and brand value all over the world. Both of these possibilities are exciting.

On the basis of the findings of this study, we are able to draw the conclusion that different types of advertising have variable impacts on the formation of consumer loyalty to certain garment brand names in the retail sector of China. The data also indicate that the perception of a brand might be positively affected by certain actions, but other initiatives may have the opposite effect. To have a complete understanding of the Chinese market, one must be aware of how Chinese consumers perceive different marketing strategies and how they react to such strategies.

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