The Marketing Survey and Analysis on Competitive Brands of Casual Clothing

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Abstract: The research is done for competitive brands of casual clothing in mainland of China in order to investigate the features of the present market competitive status and consumption, which makes use of SPSS to process and analyze the data. In the paper it surveys comprehensively for the brands consumers often buys and the factors which affect consumption. It provides reference for our market of casual clothing developing healthily and rapidly, each brand understanding each other and enhancing the competitiveness.

Keywords: casual clothing; brand; consumer

With the epoch changing, people give more respects to nature than before, get close to nature, stay with nature in harmony. And people learn to feel the nature’s simple, peace, not to pursue luxury, exaggeration, which is the main consciousness of clothing consumption. The consumption in our country pursues casual fashion more strongly, which makes casual clothing get more attention in the market. Casual clothing has become a highlight in the clothing market and its developing future is good, sales are still increasing. Casual clothing style is closing to internationalization, its categories become diversification, consumption is tending to brand, individuation[1]. This paper mainly does the research for the casual clothing competitive status in China and consumers’ purchasing power.

1. Market research summary

The operation and sales of the main brand casual clothing and the consumers’ status in our country are comprehensively surveyed. The surveyed cities are including Beijing, Tianjin by the form of questionnaire at the street. The places are department stores, malls, stores and so on. The number of the sample questionnaire is 1000. The interviewers are mainly young people. Survey content includes brand awareness, welcome degree of main casual clothing brand, the percent of casual clothing consumption in clothing consumption or the purchasing times every year, the requirements that consumers choose the styles, fabric, price, function from each casual brand. Build the database to deal with the research data using SPSS[2]. Now show the survey result.

1.1 Age distribution of survey sample

The interviewees’ age composition is shown in Figure 1. The most group is the age from 21 to 25, the total is 522 persons, which takes up 52.2 percent, in the total. They are the main consumers for casual clothing, so they must be researched carefully. The number of persons’ age from 16 to 20 is 328.They are the potential consumers and future target customers of casual clothing. There are 107 persons the age from 26 to 30, they are also the target customers for new brand because they have strong purchasing power. There are 957 persons combined three groups, which takes up 95.7% in total. The percentage under 30 is 96.3%. What’s more, 502 interviewers are women, 498 interviewees are men.

Figure 1. The interviewees’ age composition

1.2 Analysis of income composition

The interviewees with no income are the most, the percentage is 58.7; The second most is the persons who earn less than 8000 RMB, which takes up 11.9%. This result is corresponding with the age structure. Because in the interviewers around the age 20 a possibility is that they are the students, the other is that they are the workers with low education. It is clear that young people with no income is the target consumers for casual clothing.

2. Analysis for brand awareness

The analysis for choosing brands awareness is shown in Figure 2. What’s the most important factor in choosing casual clothing brand? The first is clothing style, which takes up 29.1%.The second is quality that is 18.4%. The price is the third factor, which takes up 17.2%. The fourth is comfort. That is to say the clothing style is the vital factor in choosing casual clothing, and the quality, price and comfort are also very important. Above four factors take up 77.7 percent. But popularity, function and propaganda have less percent.
This research has shown that clothing style is the first determinant, the following are quality, price and comfort, when they are buying the casual clothing. It is found that the interviewees who buy the casual clothing in a month are 644 persons, the ones who buy the casual clothing in three months are 251, the number is 80 for buying the casual clothing in half a year. The data proves that more and more consumers choose their favorite casual clothing depending on the style changing, which forces that the casual clothing companies and designers try their best to design clothing with personality.

3. Analysis of competitive brand status

3.1. The brands consumers often buy

In this research of the brands consumers often buy, MetersBonwe is the first with the 13.8 percent, JEANSWEST is the second with 9.5 percent, the third is Yishion with 9.2 percent, Semir is the fourth with 8.7 percent. MetersBonwe has obvious advantage in the consumers’ mind. Each else brand has less 10 percent as shown in Figure 3.

3.2. Brand image

The sequence of brand image is shown in Table 1. The percentage considering MetersBonwe is the best is 33.7, which is higher than the others. MetersBonwe’s target consumers are the young people aging from 16 to 25, so it isn’t difficult to see that its position is clear. Besides, it wants to build a leading brand with vitality, full of popular products and reasonable price. The company chose Shaohan Zhang and Jay to be the image representatives, who are so popular that the brand becomes well-known soon. The percentage thinking that Giordano has the best brand image is 12.7. So many workers prefer formal clothing and special fabric like Giordano. The following is Yishion with 11.4 percent, which has various kinds of casual clothing attracting many consumers’ attention. Baleno and Jeanswest are the same with 10 percent. The least brand is Xxizz with 2.6. Maybe the reason is that Xxizz entered the Chinese market too late.

3.3. Style design

The sequence of style design is shown in Table 2. The percentage considering MetersBonwe is the best is 22.2, which is also higher than the others. Because MetersBonwe’s design could express the young people’s personality and change the style with the fashion step. Their products are divided into six series with the refinement for the diversity, which stratifies the consumers’ need well. The second is Yishion with 14 percent. Yishion’s style is popular but it lacks of the personality. The product series are five including sports, urban, children and so on. The third and the fourth is Giordano and Semir respectively, the percentage is 12 and 10.7. The percentage considering Jeanswest is the best is 10.6.

3.4. Product quality

Product quality is a factor consumers always concern. The sequence of the best quality is shown in Figure 3. The percentage considering MetersBonwe is the best is 16.2. It is obvious that MetersBonwe pays attention to the style and product quality as well. The second is Jeanswest whose advantage isn’t obvious comparing with Yishion and Giordano. But the consumers also believe the Jeanswest.

3.5. Price and comfort

Besides style, price and comfort are two factors consumers also care. The percentage considering Jeanswest’s price is most reasonable is 20.8; The second is Semir.
with 19.3 percent closing to Jeanswest. The third is Baleno with 15.3 percent. Casual clothing is the garment that consumers often buy, so the price should not be too high. In the comfort research, the percentage considering Yishion’s wear is the most comfortable is 17.1. The second is Jeanswest, which has 17 percent. MetersBonwe is the third with 15.7.

Table 3. The sequence of the best quality

<table>
<thead>
<tr>
<th>Brand</th>
<th>Bale</th>
<th>JW</th>
<th>Giordano</th>
<th>MetersBonwe</th>
<th>Yishion</th>
<th>Semi</th>
<th>Xiziz</th>
<th>Kam</th>
<th>Robshood</th>
<th>Others</th>
<th>Almost</th>
<th>Total</th>
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<tbody>
<tr>
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<td>10.6</td>
<td>12</td>
<td>22.2</td>
<td>14</td>
<td>10.7</td>
<td>4.9</td>
<td>7.4</td>
<td>5.8</td>
<td>1.6</td>
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<td>5</td>
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</table>

3.6. Service levels

The percentage is 12.7 for considering MetersBonwe’s service is the best. The second is Jeanswest with 9.4 percent. The third is Baleno with 9 percent. It is worth to concern that there are 390 persons choosing “almost”, which shows two thought. One is every brand’s service are almost. The other is that interviewers don’t feel deeply.

4. Analysis windage

Different kinds of products from the same brand have their advantages, which is show in Figure 4. T-shirt and jeans have more advantages comparing with casual pants, casual jacket and sweater. Casual pants and sweater are the main competitive products for Giordano. The advantages of Jeanswest are expressed on T-shirt and sweater which is obvious. However casual pants, jeans and casual jacket have fewer advantages. So it is high time to change these products style and improve the quality to make the balanced developing. The products are balanced developing. The sweater is the advantage for Yishion, however, casual pants and jacket have fewer advantages. Semir has advantages on jeans but sweater has no advantage. Xzizz does their best on sweater, but T-shirt is common.

5. Conclusion

Chinese casual clothing is tending to mature, our casual brands are developing quickly and have their stable market. But because of more and more successful foreign brands, the casual market competition becomes fierce. So if the local casual brands want to success, they must know the market a lot and know the competitors a lot so that they could improve their own brand. The most important is that each brand should make style design innovation, ensure the quality, enhance the service and offer comfort environment.

References
