PERCEPTUAL MAP OF ONLINE FASHION STORE

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Abstract- The main theme of this research is Fashion Marketing and focus on customers-driven marketing strategy and brand image marketing strategy. The purpose of this research is to map customers-based positioning of local online fashion companies, which are benchmarked by global leading fashion brands. In this research, multidimensional scaling is being applied to process the data. Multidimensional scaling is purposed to map the ordinal data and determine its spatial configuration based on the similarities and dissimilarities. The data applied in this research are obtained from 60 respondents in 600 cases with 10 brands as its objects. According to Tucker's Coefficient of Congruence, the factors in the questionnaire are virtually identical but nevertheless, the questionnaire is good based on the normalized stress test

Keywords: Consumer, Fashion, Local, Online, Marketing, Strategy, Target

Introduction

In a world with global massive business activities, nowadays companies realize appealing to numerous buyers on several markets simultaneously is impossible. Thus, mass marketing is now shifted to customer-driven strategy. Unexceptionally for fashion business, customer-driven strategy is also applied. There are thousands of fashion producers competing on different market segments, targeting certain position, and setting winning strategy to be fashion market leader. Fashion business has been one of the most promising sectors since apparel is one of the humans' primary needs. As quotes from the World Business Rank, fashion business, which is categorized as miscellaneous sector contributes $1,893,000 annually or proximately 0.03 percent of all gross income.

In Indonesia, there are eight online fashion brands within similar targeted market segment. Cotton Ink is one of the originators of online store in Indonesia. It was established on 2010, Cotton Ink started to introduce its products throughout Indonesian market as a signature casual fashion provider which bring simplicity and elegance to young and fresh girls. For an originator such as Cotton Ink, Cotton Ink has not been able to identify the consumers' perspective of its brands as an online store, which may lead to bias marketing strategy. This issue was found out by talking to the owner of Cotton Ink. The researcher found out that Cotton Ink's owner never knows where customers perceive positioning for Cotton Ink. Knowing the position of its brand in the market will help management to develop its points of difference to stand out as a top of mind brand.

Literature Review

Fashion
Fashion is something, such as a garment that is in the current mode (American Heritage Dictionary) or a popular or the latest style of clothing, hair, decoration, or behavior (Oxford Dictionaries). Fashion is something habitual and distinctive practice in the style which people dress. In a general term, fashion means clothing. There are several aspects of fashion which are feminine, masculine or sometimes androgynous

Fashion Marketing
Fashion purchase is a special symbolic purchase because apparels itself carries symbols and that is why apparel is called a "silent language". When people talk about the clothes they buy and why they buy them, they show a variety of logics and consumers would use clothes, style and labels as symbols (Lee Tsui Shan, Sandra, 2002). According to Lee Tsui Shan, Sandra (2002), consumers use these symbolic meanings to construct, maintain and express each of their multiple identities.

Fashion retail competition in markets continues to intensify as the business environment changes constantly in the fashion sector following trend, people, and event. Marketer has to be able to plan strategies to capture consumers' interest and loyalty in order to lead the business to growth and long-term survival.

Fashion brand can be called success if the fashion marketer is capable to understand its target customer and their need, so as to create wants. Brand image is also important in this fashion business

Brand Image Marketing
Brand image is actually the total understanding of a brand, thus brand personality is only a part of the brand image (Lee Tsui Shan, Sandra, 2002). Understanding the image of a brand, brand concept is something marketers have to know as brand concept will result in brand image. A brand concept is a specific meaning that marketing managers create for a brand and then communicate to the target market (Lee Tsui Shan, Sandra, 2002). Brand concept is developed by the management so that the customers memorize the message and form brand image

There are three different categories that fashion marketer should communicate the brand concept to the target consumers based on Lee Tsui Shan and Sandra (2002), such as:
1. Functional benefits
   To promote the product, the product has to process a functional value and perform well.
2. Symbolic benefits
   The high tier fashion and some unique fashion are more likely to use it.
3. Experiential benefits
   To provide sensory pleasure, variety and stimulation to the consumers

Furthermore, brand positioning strategy is no different from traditional marketing mix which consists of product, price, place, and promotion strategy. It is important for fashion brand marketing to keep consistency of the image. A distinctive and unique selling preposition should be maintained as a brand image that is the symbolic and experiential benefits of the brand

Customer-driven Marketing Strategy
It is important for company to decide which customer will be served through segmenting and targeting, and how to serve the customers through positioning. Market segmentation is conducted by dividing a market into smaller segments with distinct needs, characteristics, or behavior that might require separate marketing strategies or mixes (Philip Kotler and Gary Armstrong, 2012). Market segmentation can be done in many ways; some of which are segmentation by geographic,

demographic, psychographic and behavioral. Market targeting is defined as the process of evaluating each market segment's attractiveness and selecting one or more segments to enter (Philip Kotler and Gary Armstrong, 2012). A target market consists of buyers in a set of similar interest or characteristics that company decides to serve.

Beyond deciding which market segments company will target, deciding on a value proposition is essential to marketing. It will create a differentiated value for targeted segments and decide what position one company will occupy in those segments. Product's positioning on customers' mind helps customers in their buying decision. It is best for one product to be the top of mind by sharing value the customers need most.

Positioning Maps

Positioning maps is defined as a diagram used to attempt a visual display of customers' or potential customers' perception towards one brand and its competitors. This positioning map shows consumers' perceptions on important buying dimension. By knowing the perception of customers' toward brands in this perceptual maps, the existing and potential coming firm can decide where they would like to position their product. Firms have two options in placing their brand in the market. These two options are filling the gap in the market so they can satisfy the unsatisfied customers' needs and wants or competing against other competitors by positioning the product near competitors' product

Nonmetric Multidimensional Scaling

Nonmetric multidimensional scaling methods are useful for spatially representing the interrelationships among a set of data objects (Rabinowitz, 1975). The technique of nonmetric multidimensional scaling will illuminate hidden structure of complex data and result an important addition of factor analytic methods. Rabinowitz (1975) stated that this nonmetric multidimensional scaling often yield solutions in a sufficiently low dimensionality to permit a visual examination of the structure and permit the investigation of many matrices which cannot be congenially analyzed using factor analysis.

Methodology

In this research, five steps of process is used by the author to produce a good result

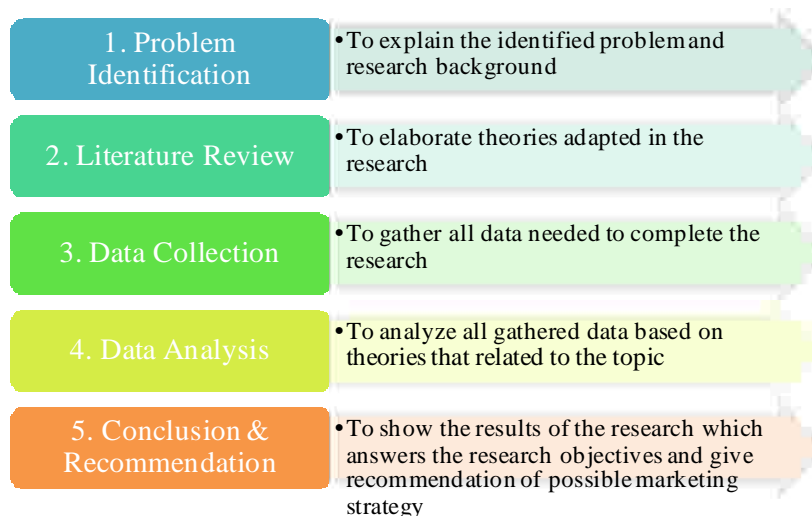|	
1. Problem Identification	• To explain the identified problem and research background
2. Literature Review	• To elaborate theories adapted in the research
3. Data Collection	• To gather all data needed to complete the research
4. Data Analysis	• To analyze all gathered data based on theories that related to the topic
5. Conclusion & Recommendation	• To show the results of the research which answers the research objectives and give recommendation of possible marketing strategy

Figure 1. Research Methodology

Data Collection and Analysis

Additional background information is gathered by exploratory research on purpose to fully comprehend the problem and increase understanding of the problem.

Cotton Ink Overview
Cotton Ink is Indonesia's fashion local brand, which was established in November 2009. For the very first time, Cotton Ink started its business from a printed tee and variety of shawls. Today, various kind of fashion apparel is well provided by Cotton Ink with up-to-date detailed design on every collection.

Less is more has been value of this brand which leads them keep planning on a great design. Simplicity and Futuristic are two main characteristics of Cotton Ink fashion collections.

Being available in market through online is one unique thing of Cotton Ink. They launched the web store in 2010 and claimed its scene online community with the growing number of visitors. In the same year, which is 2010, Cotton Ink was one trusted brand to participate in the renowned annual Jakarta Fashion Week.

Manufacturing specially women's fashion, Cotton Ink always pleased to serve young and fresh female teenagers with a modern simple yet elegant fashion. Cotton Ink is also available for girl in urban area that has easier access in shipping and delivering orders.

Cotton Ink provide simple chic fashion which is available in clothing and accessories. The price of the products range from IDR 39,000 to IDR 549,000 with price premium in percentage is 14.26%. To get the product of Cotton Ink, customers can buy it online and it is shipped all over Indonesia. Moreover, to attract the customers, Cotton Ink has several promotional strategies such as discounted price, membership card, social media advertising and many more.

Figure 2. Cotton Ink's Web Page Appearance

Competitors Analysis
In similar targeted segment, Cotton Ink has seven local online fashion stores and two global leading fashion brands as competitors. They are:

1. Monstore. Monstore is online fashion business and a lifestyle specialist retail company, which was established, in early 2009. The products of Monstore focus on art.
2. Auburn and Ginger. Established in 2010, Auburn and Ginger is one online fashion business that targets fashionable teenage girl. The product design of Auburn and Ginger is inspired by street style.
3. Monroe. Monroe is online clothing store, which is established in the middle of 2013 based in Jakarta. Most of the collection of Monroe is cocktail dresses to everyday basic, which are fun, easy-to-wear, functional and fashion-forward.
4. OOTDINDO. Started on July 2013, unique and interesting fashion for daily outfits is provided by @OOTDINDOSTORE.
5. Hanna and Duhita. Hanna and Duhita is fashion web store, which is established in 2009, Hanna and Duhita started as fashion web store that focus on color and print which will bring joy to the customers.
6. Shop at Velvet. Shop at velvet is one online-based fashion store that concerns at the beauty of fashion.
7. Posh and Piel. Posh and Piel is online fashion store that established in summer 2013. The vision of the making of Posh and Piel is to bring the newest clean and cut fashion to people who love simplicity.
8. ZARA. ZARA is now the largest fashion retailer in the world owned by Inditex, one of the world's largest distribution groups. The innovation of its product is known widely all over the world. At such fast pace, ZARA keep maintaining to expand internationally. Creativity, design quality, flexibility, fast fashion, and rapid turnaround are all part of ZARA's approach.
9. H&M. H&M is all for one fashion brand which provides sustainable fashion for every single fashion enthusiast. The collections vary from basic collection, party clothes and functional sportswear; all for women, men, teenagers and children.

SPSS Analysis

Questionnaire result in this research is gathered from 60 respondents which are all female college students and graduates in Bandung with brief knowledge of specific online fashion brands. This result was analyzed with SPSS software for Nonmetric Multidimensional Scaling.

Table 1. Case Processing Summary

Case Processing Summary		
Cases		600
Sources		60
Objects		10
Proximities	Total Proximities	2700
	Missing Proximities	0
	Active Proximities	2700

The table above shows that there are 600 cases from 60 sources (respondents) and 10 objects (brands). The total proximities, which are analyzed in this research, are 2700 active proximities with zero missing proximity.

Table 2. Stress and Goodness of Fit Measures

Stress and Fit Measures	
Normalized Raw Stress	.07565
Stress-I	.27505
Stress-II	.67134
S-Stress	.18023
Tucker's Coefficient of Congruence	.96143

Table 2 shows the goodness of fit of nonmetric MDS in this research. Based on Kruskal (1964a), the stress-I, defined as badness of fit, is poor. The stress-II based on Kruskal (1964a, 1964b) shows the proposition of the variance in the scaled distances that is inconsistent with the monotonicity assumption. .67134 shows the inconsistency of monotonicity assumption. Normalized stress shows the stress is .07565, which indicates the goodness of fit of the questionnaire result is good, based on Kruskal (1964a). Tucker's Coefficient of Congruence indicates the high degree of factor similarity. A coefficient of 0.96143 in this questionnaire result shows that the factors are virtually identical.

Table 3. Final Coordinates

Final Coordinates

	Dimension	
	1	2
Cotton_Ink	-,537	-,390
Monstore	-,262	,776
Auburn_and_Ginger	1,162	-,241
Monroe	-,156	,195
Ootdindo	,356	,322
Hanna_and_Duhita	,245	-,202
Shop_at_Velvet	-,221	-,370
Posh_dan_Plel	-,008	-,473
H_dan_M	,176	,477
Zara	-,755	-,094

The table above shows the final coordinates of each factor (brands) within two-dimensional space.
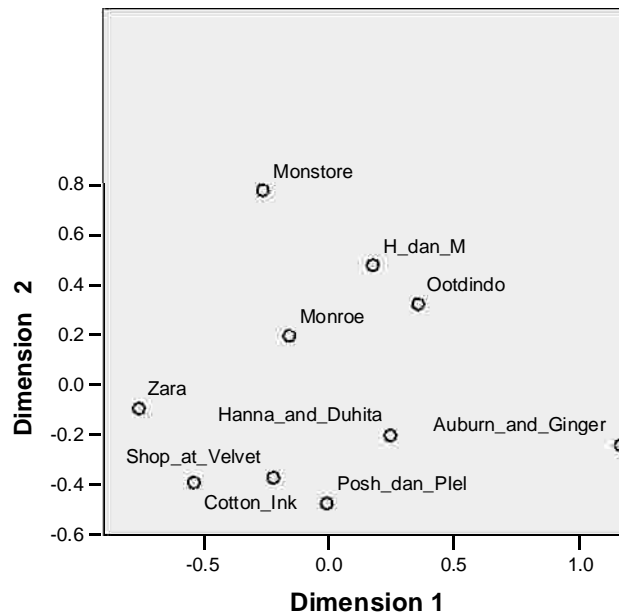
Object Points

Common Space

Figure 3. Positioning Map

The diagram depicts the similarity of each factors based on the questionnaire results. Respondents mapped Cotton Ink between Shop at Velvet and Posh and Piel. The farthest brand from Cotton Ink based on questionnaire results is Monstore. If it is measured toward two benchmark fashion brands, ZARA and H&M, Cotton Ink is closer to ZARA than to H&M.

Conclusion and Recommendation

Conclusion

Based on explorative research with interview and analyzing secondary data method, researcher find out that, Cotton Ink is the originator of online fashion brand in Indonesia. However, as an originator, Cotton Ink has not find the right positioning based on its customers yet whereas customers' perception can help fashion business to define its points of difference which will make the brand a top of mind.

Analyzing the result of nonmetric multidimensional scaling in SPSS analysis which plots brands based on information collected from the questionnaire, Cotton Ink is more similar to ZARA than to H&M if it is compared to the world leading fashion brands. In local fashion market segment, Cotton Ink compete with seven other online fashion retailers which are Monstore, Auburn and Ginger, Monroe, OOTDINDO, Hanna and Duhita, Shop at Velvet, and Posh and Piel, Cotton Ink has close competitors which are Shop at Velvet and Posh&Piel.

Recommendation

For developing fashion brand like Cotton Ink to be top of mind, it is recommended to:
- Develop the product. The strategy of product development is better to catch the speed of fast fashion which intentionally change every season and following the dominating events and domination people.
- Increase price premium. Improvement in brand image is needed to increase price premium. Cotton Ink should be able to attract people's awareness of the existence of the brand.
- Maintain an attractive appearance. As a store for online fashion business, it is important to maintain an attractive and user friendly appearance of the web page. To set an attractive web page, there are several criteria to be possessed; which are promotion allure, website design, ease of use, factual information, and reliability service.
- Advertise in premium media. Web store needs search engine optimization and internet marketing strategy. Technology investment is initial step to internet success. However, it needs continuous attention on the internet marketing.
- Do the fashion marketing strategy consistently. Marketing strategy has to be supported by marketing analysis, planning, implementation and control.

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