

## **Transformative Marketing in Creating a Clothing Brand: How Can a Clothing Brand Attract Consumer in Bangladesh**

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**Abstract:** *In the world of globalizing and progressively aggressive surroundings affect by the organizations, the companies are looking for compelling new marketing techniques besides the old ones. Transformative Marketing is of the evolving marketing strategy. It is about promoting kind of methods which aim to entice the consumer, by utilizing their feelings and impacting their sentiments which led to changed behavior. The Transformative marketing primarily studies the different stimuli like five senses and consumers emotions. In this study, the part of knowledge in consumer observation, the connection between thoughts and marketing are discussed followed by Transformative Marketing practices of organizations and how consumers are affected from these practices and their responses are Analyzed. To view the feedback of consumers to sensory marketing practices in the context of Bangladesh garments industry we have conducted this study. The study verifies that the human sensory element which applies to the research done on restaurants in the service industry also impacts and refers to the garment industry of Bangladesh.*

**Keywords:** *Marketing, Impressive Branding, Fashion, Clothing Brand, Consumer Behavior, In Bangladesh*

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### **I. Introduction**

In the world, Transformative Marketing is a very new term. It was introduced by Dr. Kumar in 2018 (Kumar, 2018). As per (Farooq, 2019) with the changing the landscape of business and increasingly demanding of customers the importance of customer experience has improved. To create great brands companies, need to care about customer feelings. In customer feelings, sensory Marketing is merely the process of winning a customer's trust and attention by appealing to each of these five senses. As we know, the five reasons are sight, hearing, taste, touch, and smell. It has widespread among a variety of industries and businesses across the world. Today, marketing is all about the customer experience. This is as true for something like fashion design as it is something like product creation (Yasmin & Buzdar, 2018). Besides the customer experience, the companies need to provide a phenomenal service (Buzdar, Janjua, & Khurshid, 2016). As the internet penetration is increasing and digitization is transforming the world (Farooq, Zareen, Khalil-ur-, & Yasmin, 2018), word of mouth is also impacting the brand creation (Farooq & Jabbar, 2014), the brand creation has become critical of aspect to study. Therefore, our aim in this paper is to present and discuss the sensory marketing in creating a clothing brand concept in relation to the human mind and senses – smell, sound, sight, taste, and touch. In generating customer value, experiences, and image theories relating to branding and skills, as well as value creation and the human senses, the paper presents the sensory brand develop the concept.

The human faculties have for some time been disregarded in promoting, despite our familiarity with their incredible significance. The five human faculties are of importance for a person's involvement of many buys what's more, utilization forms. It is through the faculties that each individual wind up aware of and sees firm's items and brands. Of the five-e human detects, the sight sense has so far ruled promoting hone. It is almost sure that the other human recognizes – smell, sound, taste, and contact-have been disregarded for quite a while, despite their significance when an individual considers and chooses about an item or a brand — developing enthusiasm for tangible promoting among specialists, icon.

Then discuss and illustrate the multi-sensory brand empirically- within an impressive have structured the article in the following way: first, we present the theoretical basis and conceptualizations of branding, experiences, and value creation in relation to the five human senses as you can imagine Transformative Marketing into this concept quite nicely. Second, discuss the chosen methodology in applying exploratory and explanatory approaches in a qualitative study. Third, we present the multi-sensory brand-experience hypothesis within an SM model and context (Reza, 2018). Finally, I discuss the contribution of the article together with the theoretical and managerial implications.

## **II. Brief Literature Review**

The previous century has seen various movements in business systems. Investigating an ongoing history of item showcasing, one can recognize the principle changes. The 1940s to 1960s, i.e., the post-sadness period, was "a no-no faculties time as far as items" (Krishna, 2010). The advertising writing has gotten a stamped increment in insightful consideration gave to the effect of real discernment on shopper conduct (Peck and Childers, 2008).

For a long time, the marketers have included guidelines for buyers to envision utilizing their item. Krishna (2010) characterizes tangible advertising as "promoting that connects with the buyers' faculties and influences their practices." This could even be widened so tactile showcasing suggests "advertising that draws in the customers' faculties and influences their observation, judgment, and conduct." The field of tactile promoting offers numerous inquiries to investigate for chiefs and for specialists. As per Peck and Childers (2008), out of the 81 tangible investigations in purchaser conduct concentrating on taste, contact, smell, and hearing, more than 33% have been distributed inside the most recent 5 years. Plainly, tactile discernment and tangible showcasing is a developing field, and there is much research yet to be finished. The focal point of this re-see is to abridge a portion of the exploration that has been done on the faculties while calling attention to holes in the writing where more work is required (Peck and Childers, 2008).

In conventional purchaser necessary leadership forms, sensible choices and derivations are influenced in view of the procedure of learn-feel-to act. In any case, another tactile marking model in light of instinctive and oblivious data handling suggests that shoppers sense right off the bat, at that point, feel or think, and act last — the comprehension of how our faculties function is particularly critical in marking. Making a real, passionate, and objective association with purchasers can fortify their faculties and offer to them; consequently rendering showcasing plans undeniably viable (Hill, 2003).

Quite a bit of this investigation has concentrated on the impacts of single faculties on purchaser conduct. That is, in confinement from alternate detects. Research on the effect of smell on memory (Morin and Renshaw, 2003), music on shopping conduct (Yacht and Spangenberg, 2000), and address sentiments of proprietorship (Peck and Shu, 2009) features a portion of the entrancing outcomes from this essential core interest (Reza, 2018).

The reason for designing this system was to influence buyers' feelings, recognitions, recollections, inclinations, decisions, and utilization by offering a sexy item or offering it in a wonderful climate (Krishna, 2010). For a considerable length of time, advertisers utilized tangible showcasing procedures without knowing it or doing it intentionally (Yasmin & Buzdar, 2018). Tangible showcasing systems are particularly proposed result classes: conventional/normal, complex/innovative, epicurean/personality where tried approaches are promptly accessible (Gaboriau and Body, 2007). Shoppers' judgments are expected to misuse new markets in view of inclination understanding (Runa and Zeng, 2004). While tactile specialists are a suitable apparatus for class examinations and aggressive studies with respect to the real offer of the market (Gaboriau, Garret, and Nicod, 2004). Once the promoting idea is characterized, shoppers can be utilized as the last item decision (Yasmin & Buzdar, 2018). For example, Lee and Mahony (2005) considered the fit to the concept of business toothpaste as indicated by their appearance connected to freshness utilizing an essential positioning undertaking with buyers

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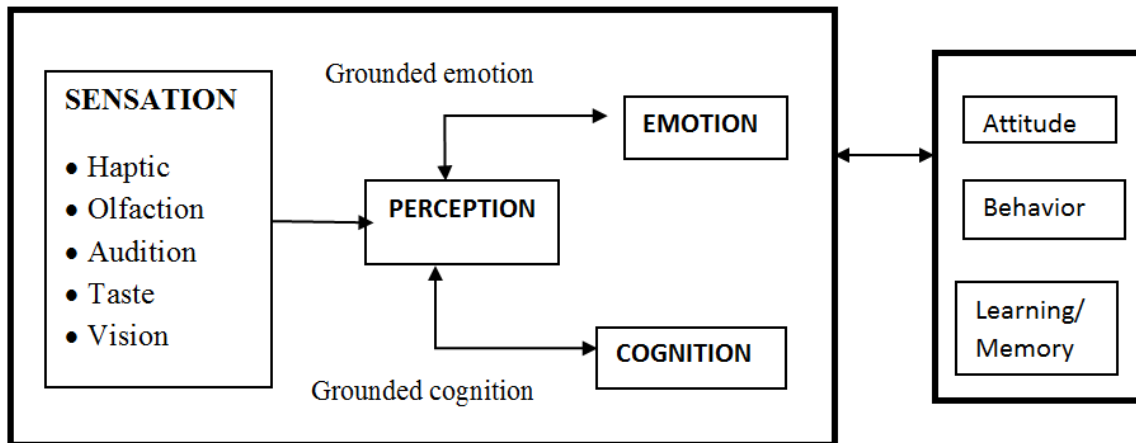
Some ongoing examinations inside consumer behavior have likewise investigated cross-modular correspondence crosswise over different tactile observations (Yasmin & Buzdar, 2018). These investigations incorporate the impacts of smell and sound (Mattila and Wirtz, 2001), music and vision (Russell, 2002), music and smell (Spangenberg, Grohman, and Sprott, 2005), sound and saw taste (Yorkton and Menon, 2004), contact and taste (Krishna and Morin, 2008), vision and taste (Hogg and Alba, 2007), and additionally multisensory comprehensions and taste (Elder and Krishna, 2010).

Recently shows that purely imagining the touch experience can increase the perception of ownership of the item (Peck & Shu, 2009). By means of touch, a positive affective response might result in more positive attitudes toward a product (Peck and Wiggins, 2006).

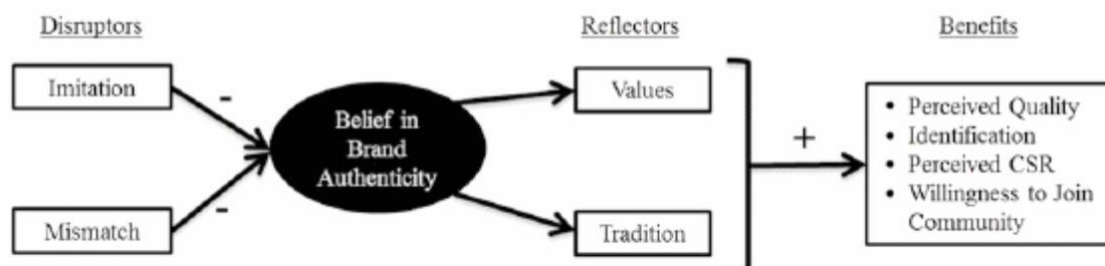
Transformative Marketing studies deliver a new track for accepting how human senses construct an individual's experience; equally, it advises strategies on how a solid distinguish and develops its own identity and unique product and branding through the involvement of human senses.

### III. Research methodology

To collect information, we will use the exploratory research method of data collection that can be used during the research are secondary data and prime data and online information catalogues. Secondary data can be extracted from various marketing books; About Brands, online branding and customer behavior, Main data can be collected via interviews with the brand owners, marketing and creators via a survey conducted among consumers.



So, it would be useful to do the interviews and a study among people, especially from Marketing. The qualitative research is built on several primary and secondary information sources. In the explorative stage, secondary data was collected from sources such as articles, books, business magazines, reports and other sources from libraries, databases or websites. A great deal of information was found, but the significance of the five human senses for the multi-sensory brand-experience concept was conspicuously absent. This leads us towards the formulation of the research question. In the explanatory stage, primary data was collected, including in-depth, open-ended, and semi-structured interviews with experts.



### IV. Results Interpretation and Analysis

We are presenting research results derived from interviews and a survey. The meetings and the review were held among people from specialist marketing as we are development to sell clothes online around the world, it is essential to know the opinion and the experience of people from the various sector on the globe. To do exploratory research, we had five interviews with ten people from the expertise in this area while the respondents there were professional designers, marketers and brand owners. In this part, we introduce the persons with whom the interviews were conducted and demonstrate the essence from the answers received from the meetings. We used person administrated surveys for the sessions, we met with some responded in face to face, but some respondents gave the answer to the conversation online.

To conduct the survey we used Google form, a software program available online. The questionnaire was made up of 25 questions, including open-ended questions (where respondents were invited to name their favorite brands, and they like them) labeled scale – responses (where they evaluated their attitude towards the quality, design, atmosphere of a store, etc), and multiple categories closed-ended questions (where they were

offered to choose the most appropriate answer to the question about their attitude towards shopping , or their purchase preferences).

85 women from different profession participated in the survey. The majority are interested in fashion and fashion trends 80%. Only one person told that she was not involved in fashion. the rest divided into groups who were indifferent towards way and those who were genuinely interested they count as 35.9% each. Among favorite clothing brands the respondents named aarong, yellow, ecstasy, sailor, dashi dosh, smart, dressy dale, and some others.

The most various favorite brands were named aarong, yellow, ecstasy those who don't have their favorite clothing brand, called the first that comes to their mind the most frequent answers were orange and yellow. The most frequent reasons why they like those clothing brands were mentioned as style, quality, design, price, and comfort.

Most of the respondents said that had interest towards new clothing brands; they counted as 72.5% the rest of the respondents prefer well-known clothing brands.

Most of the respondents said that they always bought clothes online. The majority buy clothes online relay 35% around 30% never buy clothes online, the same amount buys clothes sometimes and about 15% buy clothes online quite frequently for the majority of the respondents the quality of clothes essential 55%. On the second place were those who thought that the class was the most important for them. Only one person said that the condition did not matter in her. in total, the quality is essential for the respondents. On the other side the design of clothes also crucial, no one said that it didn't matter.

More than 60% of the respondents prefer casual style. On the second place was the classic style, also was mentioned sportive and thirsted style.

More than 55% of the respondents have a preference in color of the clothes, but if they like clothes, they will buy it without matter the color. The rest of the respondents usually buy clothes of their excellent colors. Most of the respondents think that the interior and the atmosphere of the clothing shop is significant. Some women told that it was most important; the minority think it is not essential.

Most women who answered the survey are not subscribed to any clothing brand online. Those who are accepted are divided into two groups of those who check the news on their frequency and those who check it quite rare. About 80% of the respondents are not subscribed to any fashion blogger, but only about 50% believe that the opinion of a fashion blogger is not essential to them. To the rest of the respondents, the idea of a fashion blogger is necessary for some degree.

The environmental and labor aspect of a clothing brand their impact on the environment, if they recycle clothes or not their attitude towards employee is critical to most of the respondents. about 30% said that they would buy clothes if they liked it, in any case, .25% do not usually think about that aspect while they are buying clothes and only one person said that this aspect was out of interest to her.

All the information gathered from the theory part and interviews and survey results and match them together to be able to answer the research question 'how a clothing brand can attract consumer?'

In this study, we also make the SWOT analysis of the potential competitors located to find weak and strong sides of the competitors. Plus, to this, we investigate the advantage and disadvantage of the big fashion corporation to find out their soft hands. It is also important to examine as they influence the fashion trends and the mass market considerably. The finding of the weak sides of the competitors will help us to develop the strength of the owner company and define what kind of challenges and problems may appear in the form of us during the process of establishing the own clothing brand.

## **V. Conclusion**

In this part, we will specify the main findings and make a determination by answering the questions 'how a clothing brand can attract customer?' in a way that it would be clear how we came to this conclusion. We have done this research to apply results for the own purposes, as she is planning to establish a clothing brand in Bangladesh and first sell it online, and then open a store in the city. Before the start of the elaboration of the own brand, we needed to find out what could make a clothing brand attractive.

To realize this research and find the answer to the research question, we made a theoretical study and collected primary data through interviews and a survey. The academic study was built in the marketing sphere branding and consumer behavior. What can cause a clothing brand attractive is the brand meaning and what stands behind the brand, favorable, durable and unique associations linked to the brand? All in all, it is the emotional bond between the brand and a consumer. And this is what can be made with the help of the sensory branding. As a result, the need, problem, and objectives of the research were defined, data collection methods were decided, interviews and the survey were designed, the data were collected from the respondents and analyzed. Objectives were achieved, and Recommendations are given.

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