



Youth Fashion Product Brand Image Using Perceptual Mapping

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Received:29-08-2022/ Revision: 30-11-2022 | Accepted:12-12-2022

To cite this document:

Alfisyahr, Rizal, (2022) "Youth Fashion Product Brand Image Using Perceptual Mapping", Manajemen Bisnis, Vol. 12, No. 02, pp. 152-165, <https://ejournal.umm.ac.id/index.php/jmb/article/view/22715/11686>

ABSTRACT

Brand image is one of the factors that become the attention of consumers in buying a product, not least for fashion products that have a high level of dynamics. This study aims to determine consumer perceptions of youth fashion product brands that are currently developing, especially in the cities of Jakarta & Bandung, which have many brands and high buying interest in fashion products. The process of collecting data by using a questionnaire, and 150 respondents were obtained. The use of a multidimensional scale as an analytical tool is carried out to find out the map of respondents' perceptions related to attributes with fashion product brands. The results of the analysis show that there are four zones that contain closeness between brands and attributes that are respondents' perceptions of fashion products that have been purchased by consumers, and it is known that in zone 1 the attributes of the Popular, Cool, Charming, and Unique brands are attributes that are identical to the youth product fashion.

Keywords: *Perceptual Mapping; Segmentation; Youth's Fashion*

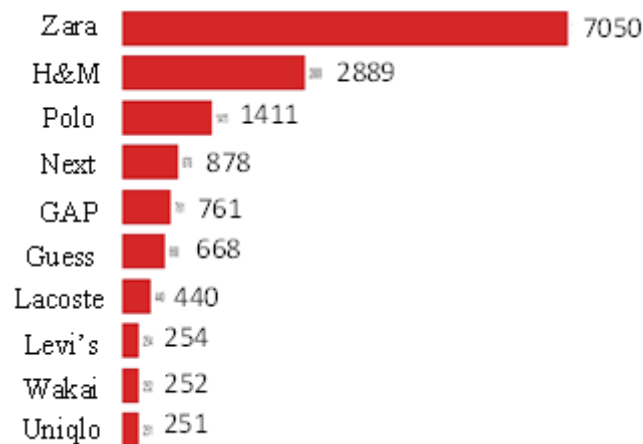
INTRODUCTION

Fashion brands have different characteristics to distinguish one company from another, to determine the position of clothing brands in Indonesia, it can be seen from consumer perceptions, knowing the strengths and weaknesses of a brand so that companies can determine marketing strategies that can be done. done by using perceptual mapping analysis. According to Hair et al. (1995: 487) perception maps are often used in marketing to visually study the relationship between two or more attributes and are a visual representation of respondents' perceptions of objects in two or more other dimensions according to Prasetya, and Iskandar (2014) Positioning maps are defined as diagrams used to try to show the perception of consumers or potential consumers of a brand and its competitors. By knowing the consumer's perception of the brand on the perception map, existing and prospective companies can decide where they will position their products close to competitors' product positions according to their attributes. The product attribute is the development of a product that involves a description of the benefits for the product to be offered (Kotler and Armstrong, 2008: 347). The author took the

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attributes of fashion products based on Index Luxury Brand (BLI), and several other attributes customized to the fashion conditions in Indonesia, especially in Jakarta and Bandung.

Indonesia is a developing country where the growth of the fashion industry continues to grow with the presence of local clothing brands and foreign brands in Indonesia. This can be seen from a survey conducted by boomee.co site, According to boomee.co (2018) as the most popular fashion brand in the Indonesian community conducted with monitoring of public conversation on social media Twitter on 5-7 September 2014 with the number of tweets as much as 14,854 using technology from Provetic Indonesia, can be seen in the picture below:



Source: Boomee.co (2014)

Figure 1. The Most Popular Fashion Brands in Indonesia 2014

The survey results in Figure 1 it can be deduced that brand from the USA, Sweden, and Japan still dominates in Indonesia. The researchers chose H&M, Zara Man, Pull & Bear, Levi's, Uniqlo, Polo, Executive, Wrangler, TopMan, and 3 second shake, as a fashion brand men's wear that will be the object of research because these brands often appear in accordance with the consumer response in Jakarta and Bandung can be seen in table 3. This statement is confirmed by the results of a survey conducted by Boomee.co (2018) about 10 popular fashion brand in Indonesia.

The research conducted by Markplus Insight in which they released the research result entitled "Understanding Men: Their Spending Behavior and Lifestyle" about the phenomenon of spending behavior of Jakarta men as one of the consumers who currently considered potential for the producers. Based on the characteristics of buying decision and buying effort, the results of this study show that some men in Jakarta are in the segment of Impulsive Simple with the amount of 38.7%. Although this number is not a majority but they can represent the type of man who tends to spend his money in terms of routine needs as well as the need for fun. No wonder, if men are easy to be tempted with the promotion and sale offered by the retail. Almost all men in this group claim to love to go shopping centers just to take the time and they go home with a shopping bag (www.marketeers.com, 2012).

Many studies have been conducted using multidimensional scaling to make perceptual mapping, from brand segmentation to financial data. Study from Roy (2019) revealed that multidimensional scaling in making perception maps is an important focus, especially in determining business strategies related to positioning & repositioning, the

same thing was also conveyed by Adlakha & Sharma (2020) the multidimensional scaling method is able to provide information regarding the importance marketing attributes perceived by consumers so that they become a consideration in the process of determining marketing strategy. Furthermore, He et al., (2018) used multidimensional scaling to find out the differences in stock series and the suitability of stock groups with regions of origin. In this study, the focus of using multidimensional scaling is to find out how the positioning of the brands of the youth's fashion industry, especially consumers in the cities of Jakarta and Bandung, are known to have a high level of fashion demand and are supported by the many fashion companies that are there.

In particular, this study also aims to determine the positioning of fashion companies in the market as well as perceptions of the advantages and disadvantages of brands based on consumer perceptions. This study contributes to the expansion of studies conducted by Roy (2019) and Adlakha & Sharma (2020) in implementing this approach as material for consideration. making the company's business strategy that focuses on consumer perceptions of fashion brands

LITERATURE REVIEW

Perceptual Mapping

Perceptual mapping to be enabled to meet the needs of marketing information and advertising related to the positioning of the brand (Wind, 1982; DeSarbo and Rao, 1984). Competitive market structure according to Srivastava et al., (1984) there are two approaches to perceptual mapping include: attribute-based and non-attribute-based. Attribute-based approach applied in this study. Respondents evaluate brands based on attributes that are perceived by them in making purchasing decisions. Sinclair and Stalling (1990) perceptual Mapping generates geometric comparison of how the products of competitors are perceived by respondents. Chiranjeev and Leuthesse (1993) perceptual Mapping in General refers to a technique used to represent product space graphically. Perceptual mapping is a market research tool that helps visually represent the customer perception of product, attributes, branding, promotions, or services (Jawarharlal and Kumar, 2004). As for the other opinions according to Prasetya and Iskandar (2014) Positioning map is defined as a diagram that is used to try out the visual appearance of the perception of the customers or prospective customers to one brand and its competitors. This positioning map shows the perception of consumers about the dimensions of an important purchase, by knowing the brand against customer perception in perceptual map, the company's existing and potentially to decide where they want to position their products. The company has two options in putting their brand on the market. The second option is fill the void in the market so that they can meet the needs and desires of the customers are not satisfied or compete with other competitors by positioning the product near competing product.

Brand Image

Brand image can be interpreted as the total number of impressions received consumers from a variety of sources: from real experience and hearsay about the brand itself as well as its packaging, its name, the company that makes it, the kind of people who have used brand, what it says in the ad, as well as from the tone, format, type of vehicle ads that tell the story of the product (Britt, 1966). Brand image are defined as a set of diverse beliefs held about certain brands (Kotler, 1988: 197) or a set of associations, which are usually organized in some meaningful way (Aaker, 1992: 109-110). Kim

(1990) States that a physical object is a product brand does not have physical properties, physical or functional, But in fact it's the same with the product. Without a body, abstract, there was a moment of such myths in the imagination of consumers. This product is seen as a functional core benefit while brand was responsible for creating the aura of similar magnetic man around the actual product. The brand is often considered to be separate from the functional products, with the brands that grafted by advertising, thus completing the process of transformation from functional products become a timeless brand (Meenaghan 1995). Brand image, fashion is very important for consumers, because they capitalize on symbolically rich means of expressing identity (Escalas and Bettman, 2005).

In the Brand Image indicator this research uses items derived from attributes in fashion products based on the Luxury Brand Index (BLI) according to Kim and Johnson (2015). In fact, after the first introduction of the concept of the brand image in 1966, many research image appear, many researchers investigate the relationship between brand image and self-image of the consumer, and so many studies the harmony of various products around. in the outline of the Brand image can be interpreted as the viewpoint of consumers about a brand valuation in the know based on promotional channels.

Market Share

A large customer base with the necessary resources to remain competitive is a key factor in the fashion brand's efforts to stay competitive and grow. Al-wugavan et al. (2008) found that customer loyalty is related to market share. These findings are consistent with Clark and Chatterjee (1999) argued that the dominant market share can be caused from the effects of the network. The network effect occurs when the consumer's desire for a product or service is directly related to whether other people using the same products. Analysis of market share so far is essentially based on the regression model, where market share is explained by the marketing mix variable and some environment variables (causal data), and predictions by the model-this model is done by assuming future values of explanatory variables (Terui, 2000).

In general, Market Share can be interpreted as the number of the magnitude of the part of the market that is controlled by a company against other companies so as to market share very determine the amount of the existing market in a business.

RESEARCH METHOD

This research is a quantitative descriptive analysis and the influence between variables is not measured, so there is no independent variable and dependent variable. Variable used is the Brand image by using techniques of data analysis Multidimensional Scalling, and Market share by using techniques of data analysis Statistical descriptive variable market share, respondent can answer a maximum of three products so as to allow a respondent to answer more than one product the total purchase of fashion products that researchers get as many as 283 menswear products. This amount was obtained from distributing questionnaires to consumers who were respondents in this study.

According to Zikmund and Babin (2013: 85) said that descriptive research, as the name implies, this research explains the object's characteristic, human, group, organization or environment. In short this research tries to make a picture of a particular situation. This research was conducted the citys of Jakarta and Bandung. The population in this study i.e. consumers menswear in Jakarta and Bandung had the following criteria, men-sex, aged at least 17 years old to 40 years old, know and understand the brand clothes, had bought men's clothing products for the past 6 months. The number of respondents as many as 150 respondents and returned as many as 150, as well as 137

men's clothing brands which later became in 10 men's clothing brands in the cities of Jakarta and Bandung so that this research can be more focused and with a total market share of 127 as illustrated in Perceptual Mapping.

RESULT

Result of Respondent

Table 1. Characteristics Respondent and Purchase of Overall Men's Clothing in cities of Jakarta and Bandung

Characteristics	Total Respondents	Total Purchase	Zone1	Zone2	Zone3	Zone4
Age :						
17-21year	71	144	39	14	6	6
22-26 year	64	108	21	17	10	2
27-31 year	10	19	1	4	5	0
32-40 year	5	12	0	2	0	0
Total	150	283	61	37	21	8
Married status :						
Married	22	42	3	7	6	0
Unmarried	128	241	58	30	15	8
Total	150	283	61	37	21	8
Profession :						
College student	76	152	37	20	6	5
Student	9	14	8	1	0	0
Employee	57	100	14	14	13	3
Professional	8	17	2	2	2	0
Total	150	283	61	37	21	8
Income:						
< Rp. 2 Million	55	101	27	15	3	5
Rp. 2-4 Million	43	84	19	9	3	3
Rp. 4-6 Million	15	25	5	3	9	0
Rp. 6-8 Million	16	28	5	4	2	0
> Rp. 8 Million	21	45	5	6	4	0
Total	150	283	61	37	21	8

Source: Processed research

Characteristic Respondents

The results of the instrument processing showed that from 150 respondents, 47% (71 respondents) were aged between 17-21 years and 43% were aged 22-26 years, the rest were spread over the age range above 27 years. Meanwhile, the two age ranges with the most respondents made purchases of more than 100 products. In terms of marital status 85% (128 respondents) are unmarried so this supports the majority of the sample after 17-21 years and 22-26 years with a total purchase of 128 products. Based on table 1, it can also be seen that most of the respondents are students by 51% (76 respondents) then the second place is workers with a percentage of 38% (57 respondents), both of which have total sales of 152 products and 100 products. This shows that in this study the fashion product lines in Jakarta & Bandung mostly target students and workers. Based on the level of income, it is known that the distribution of respondents is evenly distributed with the highest percentage being in the range of less than 2 million rupiahs then in the second

place the monthly income of respondents is in the range of 2-4 million rupiahs, the increase in income is not directly proportional to the level of purchasing fashion products where respondents with incomes in the range of less than 2 million rupiahs made purchases with the highest number, namely 101 products.

Result of Perceptual Mapping Analysis

Table 2. Frequency of Top Ten Brands Based on Jakarta and Bandung Consumer Perception

Brand	Frekuensi
H&M	65
Zara Man	57
Pull & Bear	49
Levi's	44
Uniqlo	37
Polo	25
The Executive	23
Wrangler	19
TopMan	18
3Second	17
H&M	65

Source: Processed research

Frequency brands

In table 2 shows top ten brands that appear more frequently in consumer perceptions in cities of Jakarta and Bandung and become the focus of this study, total brands obtained in this study were 137 youth's clothing brands.

Table 3. The Coordinate Value of Brands Mapping Attributes and Brands Mapping Youth Clothing

Atribut	Coordinate 1	Coordinate 2	Brand	Coordinate 1	Coordinate 2
Popular	2	0	H&M	26	-13
Affordabl	68	-20	Zara Man	-43	-8
Exclusive	-23	-17	Pull & Bear	12	0
Unique	22	-30	Levi's	15	16
Luxury	-42	-4	Uniqlo	39	6
Original (style)	-23	22	Polo	-38	47
Vintage	-29	16	The Executive	-37	-40
Adult	-54	-11	Wrangler	-3	15
Cool	24	-2	Top Man	24	-30
Young	58	-3	3Second	58	9
Charming	-1	-12			
Elegant	-25	-28			
Sporty	23	64			
Durable	0	29			

Source: Processed research

Coordinate Value of Brands Mapping Attributes and Brands Mapping

Based on table 3 and 4, it can be seen the dimensional position of an object of research by looking at the positions of brands and attributes in each dimension, as well as the coordinate values in table 3 and 4 showing the dimensions of an object of research. In determining the farthest or closest distance of an attribute, a starting point is needed as

the basis for determining distance, so the coordinate point 0 is a point to measure distance. In each dimension there are two opposite sides of the poles marked with positive and negative values on the coordinates, the more positive the coordinate value of an object shows the tendency of the object's position on one of the polar contents and the negative the coordinate value of an object, the object tends to the other side of the pole. Brands and attributes in other quadrants do not mean that the brand does not have the attributes described, but these attributes are not characterized in a quadrant.

1. In quadrant I, dimension 1 is negative and dimension 2 is positive. There is a brand of Levi's, Pollo, and Wrangler, with attributes of original attributes, and vintage.
2. In quadrant II, dimension 1 is positive and dimension 2 is positive. There are 3Second, Uniqlo, and Pull & Bear brands, with attributes of popular, durable and sporty.
3. In quadrant III, dimension 1 is negative and dimension 2 is negative. There are Zara Man, and The Executive brands, with attributes of Exclusive, Luxury, Adult, Charming, and Elegant.
4. In quadrant IV, dimension 1 is positive and dimension 2 is negative. There are H & M, and Top Man brands, with attributes of affordable, unique, cool and young.

Distance of Attributes with Research Objects

To find consumer perceptions of the object of research can be done using Euclidean Distance interest by calculating the distance between attributes and based on coordinate data from each dimension, with the following formula:

$$d = \sqrt{(x_1 - x_2)^2 + (y_1 - y_2)^2}$$

source: Anton & Rorres (2013)

The results of this calculation indicate the distance between the attributes and objects of the study, if the resulting value is close to 0, then the two objects are in the same position, if the value produced is greater, the distance from the two objects is farther away. In this study closer to a brand these attributes are perceived by consumers as very strong brand attributes. The results of distance calculation based on the coordinates of this perception map can be seen in table 4. In the table 5 shows the value of the distance of an attribute with a brand. Figures marked with stars (*) indicate the nearest distance value of each attribute for each brand.

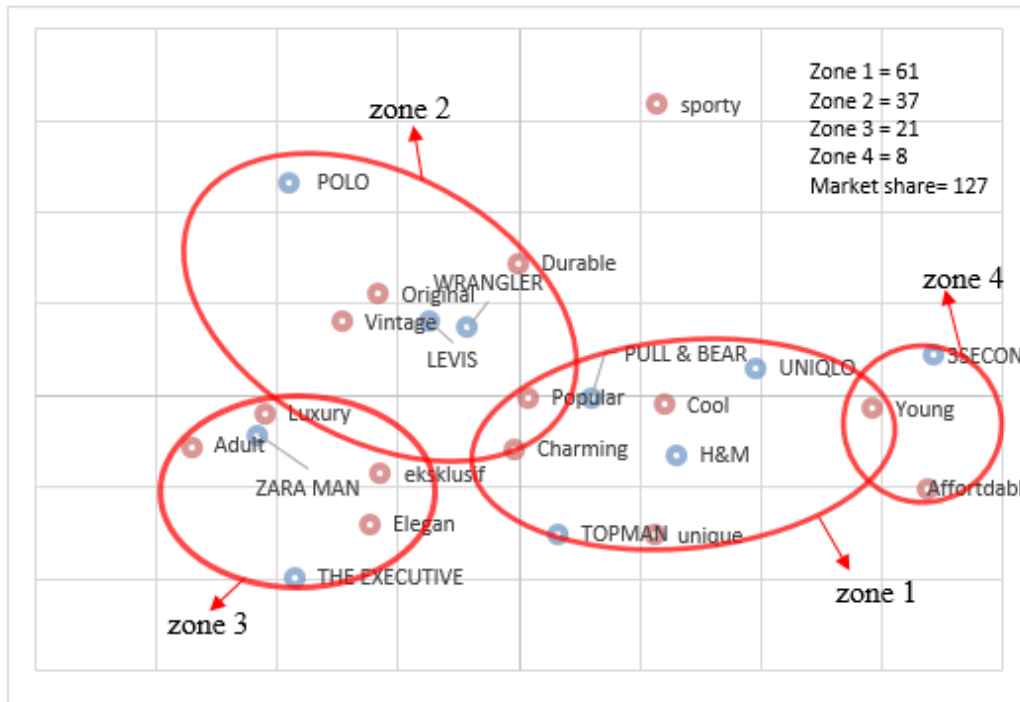
1. Brand H&M is perceived to be similar to Brand Pull & Bear with a distance of euclidean distance 1.9 and perceived as far from the Polo brand with euclidean distance 8.8, with attribute (Cool, Unique, Charming, and Populer).
2. Brand The Zara Man is perceived to be similar to the The Executive brand at a distance of euclidean distance 3.2 and is perceived as far from the 3Second brand with euclidean distance 11.3, with attribute (Luxury, Adult, Exclusive, and Elegant).
3. Brand Pull & Bear is perceived to be similar to the H&M brand at a distance of euclidean distance 1.9 and perceived as far from the Polo brand with euclidean distance 6.9, with attribute (Popular, Cool, and Charming).
4. Brand Levi's is perceived to be similar to the Wrangler brand with euclidean distance 1.2 distance and perceived as far from the 3Second brand with euclidean distance 8.4, with attribute (Original, Vintage, Durable, Popular, and Charming).

5. Brand Uniqlo is perceived to be similar to the H&M brand at a distance of euclidean distance 2.3 and perceived as far from the The Executive brand with euclidean distance 8.9, with attribute (Cool, and Young).
6. Brand Polo is perceived to be similar to the Levi's brand with an euclidean distance 3.8 distance and is perceived as far from the 3Second brand with euclidean distance 11.3, with attribute (Original, and Vintage).
7. Brand The Executive is perceived to be similar to the Zara Man brand with euclidean distance 3.2 distance and is perceived as far from the 3Second brand with euclidean distance 11.6, with attribute (Elegant, Exclusive, and Adult).
8. Brand Wrangler is perceived to be similar to the Levis's brand with euclidean distance 1.2 distance and is perceived as far from the 3Second brand with euclidean distance 7.2, with attribute (Durable, Popular, Original, Vintage, and Charming).
9. Brand TopMan is perceived to be similar to the H&M brand at a distance of euclidean distance 2.6 and is perceived as far from the Polo brand with euclidean distance 8.9 and with attribute (Unique, Charming, and Popular).
10. Brand 3Second is perceived to be similar to the Uniqlo brand with euclidean distance 2.9 distance and perceived as far from the The Executive brand with euclidean distance 11.6. with attribute (Young, and Affordable).

Table 4. Distance of Euclidean Distance between Ten Brands and Attribute Often Appears in Accordance with Consumer Responses in City's of Jakarta and Bandung.

	H&M	Zara Man	Pull & Bear	Levis	Uniqlo	Polo	The Executive	Wrangler	Topman	3second
H&M	0.0	6.9	1.9	5.0	2.3	8.8	6.9	4.1	2.6	4.8
Zara Man	6.9	0.0	5.6	3.7	8.4	5.5	3.2	4.6	5.4	11.3
Pull & Bear	1.9	5.6	0.0	3.2	2.8	6.9	6.3	2.2	3.0	5.7
Levi's	5.0	3.7	3.2	0.0	5.5	3.8	6.0	1.2	5.1	8.4
Uniqlo	2.3	8.4	2.8	5.5	0.0	8.7	8.9	4.3	4.8	2.9
Polo	8.8	5.5	6.9	3.8	8.7	0.0	8.6	4.7	8.9	11.3
The Executive	6.9	3.2	6.3	6.0	8.9	8.6	0.0	6.4	4.5	11.6
Wrangler	4.1	4.6	2.2	1.2	4.3	4.7	6.4	0.0	4.6	7.2
Top Man	2.9	5.4	3.0	5.1	4.8	8.9	4.5	4.6	0.0	7.3
3Second	4.8	11.3	5.7	8.4	2.9	11.3	11.6	7.2	7.3	0.0
Popular	*2.8	4.5	*1.0	*2.3	3.8	6.1	5.5	*1.6	*3.0	6.7
Affordable	4.2	11.2	5.9	9.0	3.9	12.5	10.7	7.9	6.2	*2.9
Exclusive	4.9	*2.2	3.8	3.4	6.6	6.5	*2.7	3.8	3.2	9.5
Unique	*1.8	6.9	3.2	6.0	4.0	9.8	6.0	5.2	*1.6	6.0
Luxury	6.9	*0.4	5.4	3.4	8.2	5.1	3.6	4.3	5.5	11.1
Original (style)	6.1	3.6	4.2	*1.0	6.5	*2.9	6.3	*2.1	6.0	9.3
Vintage	6.3	2.8	4.4	*1.4	6.9	*3.2	5.6	*2.6	5.8	9.8
Adult	8.0	*1.1	6.7	4.8	9.5	6.0	*3.3	5.7	6.4	12.4
Cool	*1.1	6.7	*1.2	4.3	*1.7	7.9	7.2	3.2	3.3	4.6
Young	3.4	10.2	4.7	7.6	*2.1	10.9	10.2	6.4	5.8	*1.5
Charming	*2.7	4.2	*1.7	*3.1	4.4	6.9	4.6	*2.7	*2.0	7.2
Elegant	5.3	*2.7	4.6	4.5	7.2	7.6	*1.7	4.8	3.1	10.0
Sporty	7.7	9.8	6.5	6.1	6.0	6.3	11.9	5.5	9.5	7.1
Durable	5.0	5.7	3.2	*2.0	4.6	4.2	7.8	*1.4	5.9	7.1

Source: Processed research



Source: Processed research

Figure 2. Zone Perceptual Mapping Division Of 10 Youth's Clothing Brands in cities of Jakarta and Bandung.

The Division of The Perceptual Mapping Zone of 10 youth's Clothing Brands Citys of Jakarta and Bandung

According to Kartajaya (2014:76) Segmentation as a process of looking for strategic opportunities in segmenting, marketers must consider the size and growth potential of each market segment. Marketers can know which segments have been well served by competitors and which segments have not been served fully. Marketers can also know which segments may be served and which segment should be avoided. Based on these opinions, the division of each zone brands and attributes in it are divided:

1. In zone 1 describes youth's clothing brands H&M, Pull & Bear, and TopMan with the closest attributes of Popular, Cool, Charming, and Unique. Youth's clothing brands in zone 1 have sales of thirty-nine youth's clothing items. Zone 1 dominated by H&M as the market leader with the highest number of sales with a total of twenty-five products.
2. In zone 2 describes Polo, Wrangler, and Levi's youth's clothing brands with the closest attributes of Original (style), Vintage, Durable, Popular, and Charming. Youth's clothing brands in zone 2 compete with each other with sales of thirty-seven.
3. In zone 3 it describes Zara Man youth's clothing brands, and The Executive with the closest attributes of luxury, adult, elegant, and exclusive. Youth's clothing brands in zone 3 compete with each other with twenty-one sales.
4. In zone 4 it describes 3Second youth's clothing brand with the closest attributes of young, and affordable with eight sales, in this zone there is no intense competition because in this zone there are only 3Second brand, the perceptual

brand 3Second, Uniqlo, and Pull & Bear are in the same quadrant but the Uniqlo and Pull & Bear is not the closest competitor of the 3Second.

Characteristic of Consumers in Each Zone

Characteristic of consumers in each zone, based on figure 2:

1. In zone 1 there were 61 consumers, which were dominated by 17 years to 21 years old with a total of 39 consumers, the marriage status was dominated unmarried with a total of 58 consumers, based on the profession dominated by college student with a total of 37 consumers, and dominated by income under two million rupiahs a total of 27 consumers.
2. In zone 2 there were 37 consumers, which were dominated by 22 years to 26 years old with a total of 17 consumers, the marriage status was dominated unmarried with a total of 30 respondents, based on the profession dominated by college student with a total of 20 consumers, and dominated by income under two million rupiahs a total of 15 consumers.
3. In zone 3 there were 21 consumers, which were dominated by 22 years to 26 years old with a total of 10 consumers, the marriage status was dominated unmarried with a total of 15 consumers, based on the profession dominated by employee with a total of 13 consumers, and dominated by income of four to six million rupiah with a total of 9 consumers.
4. In zone 4 there were 8 consumers, which were dominated by 17 years to 21 years old with a total of 6 consumers, the dominated unmarried marriage status with a total of 8 consumers, based on the profession dominated by college student with a total of 5 consumers, and dominated by income under two million rupiahs a total of 5 consumers.

DISCUSSION

The results of the study show that the ability of multidimensional scaling to describe the position of the distribution of brands with their attributes is in line with Jawarharlal and Kumar, (2004); Prasetya and Iskandar (2014) the use of perceptual mapping in studies related to brands can show a visual picture of the closeness between attributes and brands so that the position of a brand is known to their competitors. There are four zones formed from the distribution of brands with predetermined attributes, this shows that the brand image of fashion products has a special attachment and symbolism with consumers (Escalas and Bettman, 2005), the proportion of frequencies that vary quite a lot between attributes and brands shows that each consumers have their own perceptions to express identity through the selection of appropriate brands and attributes. Moreover, the visualization of the youth clothing brand perceptual mapping also shows the results of the Euclidean Distance between brands and the Luxury Brand Index (BLI) (Kim and Johnson, 2015) which are spread over four quadrants in the perceptual map.

Furthermore, the use of descriptive analysis that explains the demographic characteristics of respondents is also able to explain product brand image in consumer perceptions. Brands are not like products or services but have the ability to form functional roles and attractiveness like a product (Kim, 1990), the results of the descriptive analysis clarify the demographic profile of the attachment between brands and attributes so that they are able to provide information in developing a brand strategy (Adlakha & Sharma, 2020). One of them is in determining product segmentation that is able to form a set of meaningful associations for consumers (Aaker, 1992: 109-110) so

that the process of developing a product can be more targeted and in accordance with the brand character inherent in the minds of consumers which is supported by the appropriate demographic. generated by descriptive analysis. Even though this study can only generalize consumer responses and perceptions in two big cities (Jakarta and Bandung), both are representative of the center of the fashion industry in Indonesia so that they can describe the condition of the fashion youth's clotting brand market in the local market.

The perceptual map is also able to represent the size of the market share and the level of consumer loyalty. Al-Wugavan et al. (2008). The size of the market share also shows the cause and effect of the network between consumers, so that the dominant market share describes the size of the network owned by consumers in certain segments Clark and Chatterjee (1999). The size of the market share in this study shows the level of magnitude of the products in the youth clothing brand line as well as the marketing mix and other factors that can be analyzed causally using a regression model (Terui, 2000). This study also shows the function of multidimensional scaling in describing perceptual maps in previous studies (Roy, 2019; Adlakha & Sharma, 2020; He et al., (2018), by focusing on youth fashion brands.

CONCLUSIONS

The most dominant attributes of the ten brands that often appear in the perception of consumers in Jakarta and Bandung are as follows, In zone 1 describes youth's clothing brands H&M, Pull & Bear, and TopMan with the closest attributes of Popular, Cool, Charming, and Unique. Youth's clothing brands in zone 1 have sales of thirty-nine youth's clothing items. In zone 2 describes youth's clothing brands Polo, Wrangler, and Levis youth's clothing brands with the closest attributes of Original (style), Vintage, Durable, Popular, and Charming. Youth's clothing brands in zone 2 compete with each other with sales of thirty-seven. In zone 3 describes youth's clothing brands Zara Man youth's clothing brands, and The Executive with the closest attributes of luxury, adult, elegant, and exclusive. Youth's clothing brands in zone 3 compete with each other with twenty-one sales. In zone 4 describes youth's clothing brand 3Second with the closest attributes of young, and affordable with eight sales.

The top three brands that have similarities with the characters of each brand perceived by consumers have similar perception positions, H&M has similarities (Pull & Bear with a distance of 1.9, Uniqlo with a distance of 2.3, and TopMan with a distance of 2.9), Uniqlo (H&M with a distance of 2.3, Pull & Bear with a distance of 2.8, and 3Second with a distance of 2.9), Levi's (Wrangler with a distance of 1.2, Pull & Bear with a distance of 3.2, and Zara Man with a distance of 3.7), Polo (Levi's with a distance of 3.8, Wrangler with a distance of 4.7, and Zara Man with distance 5.5), The Executive (Zara Man with a distance of 3.2, TopMan with a distance of 4.5, and Levi's with a distance of 6.0), Pull & Bear (H&M with a distance of 1.9, Wrangler with a distance of 2.2, and Uniqlo with a distance of 2.8), Zara Man (The Executive with distance 3.2, Levi's with distance 3.7, and Wrangler with distance 4.6), Wrangler (Levi's with distance 1.2, Pull & Bear with distance 2.2, and H&M with distance 4.1), 3Second (Uniqlo with distance 2.9, H&M with distance 4.8, and Pull & Bear with distance 5.7), and TopMan (H&M with a distance of 2.6, Pull & Bear with a distance of 3.0, and The Executive with a distance of 4.5).

IMPLICATION

Zone 1 Brands that are in this zone i.e. H&M, Pull & Bear, and TopMan with attributes (Popular, Cool, Charming, and Unique) in zone 1 are dominated by ages 17 to 21 years of unmarried status as students, and earn under two million rupiahs. The implications of research in zone 1 is that every brand in zone 1 enhances its attributes because young people usually tend to want to have a look that is always up to date and at an affordable price adjusted to income below two million rupiahs.

Zone 2 Brands that are in this zone i.e. Polo, Wrangler, and Levi's. with attributes (Original, Vintage, Durable, Popular, and Charming). The implications of research in zone 2, the company should increase the promotion mix and strengthen its attributes because if seen from the number of market share in this zone has 37 market share ranked 2nd. It is possible for brands from zone 1 to enter zone 2 and vice versa because the characteristics of consumers in zone 2 have similar characteristics to zone 1.

Zone 3 Brands that are in this zone i.e. Zara Man and The Executive with attributes (luxury, adult, elegant, and exclusive) in zone 3 dominated by ages 22 to 26 years, unmarried status, profession as an Employee, and earning four million up to six million rupiahs. Research Implications, companies are advised to incorporate new attributes that have more potential markets by evaluating marketing strategies or learning competing marketing concepts with the aim of increasing the number of sales and competing in the market to meet consumer needs and demands.

Zone 4 3Second Brands that are in this zone. with attributes (young, and affordable) in accordance with the consumer characteristics of 3Second brands young people aged 17 to 21 years, unmarried, profession as a college student, and earning under two million rupiah. Implications The research that must be done is to remain in zone 4 by strengthening its attributes, young and affordable according to consumer characteristics. This zone only has a 3Second brand which shows that the 3Second clothing brand is in the most potential zone without competitors in this zone, what if 3Second wants to join zone 1, 2, and 3 strategies that must be done is to create a new rival brand by adjusting the attributes in every zone to get a bigger market share.

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