INNOVATION MARKETING STRATEGY OF FASHION INDUSTRY IN BAHRAIN

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INNOVATION MARKETING STRATEGY OF FASHION INDUSTRY IN BAHRAIN

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DECLARATION BY CANDIDATE

I hereby declare that this thesis is my own work and effort. That it has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledged.

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Furthermore, I would like to thanks my sister Nora Emad who helped me to publish the research questionnaire in Bahrain fashion events while it was hard for me to reach the participants as I’m doing this research from Malaysia.
ABSTRACT

This research focuses on four key marketing strategy aspects of product strategy, place strategy, price strategy and promotion strategy of fashion industry in Bahrain. The previous study is mainly focus on the structure of Innovation and not focus on the fashion strategy only, this study mainly focus on the innovation marketing strategy and research the factors influencing consumers.

The fundamental research design for this research is based on a correlation design whereby the theoretical framework will provide a guideline on the testing of hypotheses to ascertain the existence or extent of significance level between the independent variables (IV) and the dependent variable(s) (DV). There are 384 respondents which had be studied to determine the significant positive relationship between the perception innovation marketing strategy and the factors influencing consumers.

To know the characteristics of fashion participant in Bahrain, the effect of the Innovation marketing strategies, the factors influencing the fashion industry in Bahrain and provide measures which can improve the level consumers satisfaction and increasing the level of fashion brands sales.

Paper Type: Research Paper

Key Words: Innovation_marketing_Strategy, Fashion_Marketing, Fashion_innovation Fashion_Innovation_Strategy,
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<th>Description</th>
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<tbody>
<tr>
<td>ANOVA</td>
<td>Analysis of Variance</td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical Package for the Social Sciences</td>
</tr>
<tr>
<td>IM</td>
<td>Innovation Marketing</td>
</tr>
<tr>
<td>KMO</td>
<td>The Kaiser-Meyer-Olkin</td>
</tr>
<tr>
<td>DV</td>
<td>Dependent Variable</td>
</tr>
<tr>
<td>IV</td>
<td>Independent Variable</td>
</tr>
<tr>
<td>MSA</td>
<td>Measure of Sampling Adequacy</td>
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Chapter 1: Introduction

1.0 Chapter Overview

In this chapter, there will be ten parts consist of the first chapter. The background for the study will be the first part to start the journey of this study in order to simply introduce mobile internet and catering industry in mobile internet age. After that, the second part in this chapter is problem statement of this research, research objectives and research questions these two parts are followed problem statement. The next part is about significant of this study. For the first chapter, the scope and limitation of this study also included in it, as well as the operational definition and organization of chapters.

1.1 Background for the Study

Marketing strategies and ideas in fashion industry have been getting more improvement for the past decade. Statistics from many different resources in Bahrain shows the huge growth in fashion industry sales. The Marketing innovation getting improvement day by day with a new strategies such like following the e-commerce which it been a necessary move forward to all fashion brands because of increasing online consumers for the past few years. Innovation ideas been followed from famous or new brands could help all other fashion industries and the fashion Consumers needs and behaviors. Fashion marketing is all about the way of implementation on sales strategies. The process of analyzing new innovation marketing and management strategies ideas. This study will discuss about the innovations marketing strategy which all the international brands distributor and the local brands in Bahrain been trying to get more progress either by producing a new Products or creating a new ideas to solve an existing marketing problems. Marketing in Fashion Industry is including all the business strategies on Apparel, Footwear, bags and accessories as this research will cover a new development in innovation marketing process of fashion industry in Bahrain. Fashion marketing is all about the way of implementation on sales strategies. The process of analyzing new innovation marketing and management strategies ideas. Developing
apparel trends into sales innovation from different brands by using the relationship between Marketing, Design and Management on each brand. (Rees and Park, 2013)

Previously people acquired only by the need products that appeared in consumers, not always take into account the brand and quality, the need caused simply purchase a product that come within its capabilities, in addition there were few places where people could make the purchase, there was no competition between companies. Therefore, little of marketing or no marketing at all was even consumer behavior appeared to be decisive. With the passage of time Marketing began to evolve progressively hard due to market development and even social, economic and ideological reasons. So marketing is no longer simple and old as has become one of the main tools of any fashion brand, serving such as an information and service. Bring the innovation marketing in fashion industry will plays an important role because it is a mass broadcast medium, with that mass it discloses the existence of a product or service from fashion brands. In order to persuade the receiver audience to purchase, destroying or implanting values and ways of behavior. (Michaela and Orna, 2015)

Innovation marketing strategy it’s not just generally used in conjunction with other promotional tools such as personal sales, sales promotion and public relations, but it's in the heart and a compensation between the Marketing mix strategies. Innovation influences people through persuasion purchase. The Innovation is of great influence on daily life, because every day is exposed to the hype generated by companies aiming to increase the fashion brands level of sales, achieve a position in the consumer's mind and keep competitiveness in the market. To develop the subject of innovation marketing, subjects in this study that place marketing within a fashion brand shows the area that is responsible for market research in order to identify the needs that it requires be addressed and after performing marketing strategies, among which is the development of fashion industry. (LaPlaca, 2014)

This study intends to use the power of marketing strategy creative methods to the market of fashion industry in Bahrain. Although cover the country needs of more marketing improvement in

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the fashion field. Fashion marketing seeks to meet the needs, desires and expectations of consumers, looking to gain market share and generate wealth. Marketing innovation will be very helpful for the fashion brands as it could create Competitive Advantage to make the brands Image popular as the reputation. (Liljedal and Dahlén, 2015) Mentioned the consumers either individuals or organizations could get a lot of benefits using the innovation marketing to fill up the consumers selling or shopping desires as it could be increasing the income to all fashion industries followers in the country. Competitive Advantage by innovation marketing can make the international fashion brands leading the market inside Bahrain even if the same brand not doing so well because of the different management. Therefore, the local fashion brands have the same opportunity to lead the local market on trying the new innovation marketing. (Huppatz and Manlow, 2014).

1.2 Problem Statement

The Gap of this research and purpose of innovative marketing study, it can be divided into marketing innovative aims to solve a problem faced by some of fashion brands in the country, or face the phenomenon for such as sales deterioration it could be innovation in order to improve performance and elevating it. The theme was chosen mainly by three important aspects, the first is related to the Economic and Social field since the research is aimed at analyzing the influence of Innovation Marketing and consumer behavior on fashion industry. Fashion Brands will benefit by knowing the type of Innovation marketing that attracts more consumers to purchase the product or service acquisition, generating an investment in marketing campaigns that are attractive to consumers and also provide an increase in fashion brand profits, avoiding marketing costs wrong will not give positive results. Likewise, the benefit to consumers looking, because the study can contribute ideas to companies for proper implementation of its marketing innovation, which will support the consumer can select the product which it considers appropriate letting himself be guided by the characteristics that perceives marketing. With a personal appearance, the theme selected for this work came from an own taste for the stuff in marketing but specifically in the area of innovation, since this area is considered of great importance for companies, often it depends on the level of sales is maintained or increased favorably, which is why we must make influential marketing campaigns for different types of existing consumers in the market and in turn the quality is higher than the competition. The difference between the innovations in marketing with other
marketing activities carried out in any organization is that the Innovation marketing involves the implementation of previously used methods. (Kontu, 2015)

1.3 Research Objectives

Research Objective is Decisive Statements that focus on the recognizable proof and the portrayal of variables or ideas and sometimes on connections of variables. It is important for a researcher to be clear about the research objectives in order to provide the focus and guide the entire research study to achieve its desired outcomes (Colletti & Fiss, 2011). Once the research objectives had been clearly defined and ascertain, the researcher will then need to ask relevant and constructive questions that will serve as the basis for the subsequent development of the hypotheses for the study (Cooper and Schindler, 2010).

The research objectives of this research are set as below:

1- To determine whether the product strategy has a significant relationship with innovation marketing.

2- To determine whether the place strategy has a significant relationship with innovation marketing.

3- To determine whether the price strategy has a significant relationship with innovation marketing.

4- To determine whether the promotion strategy has a significant relationship with innovation marketing.

1.4 Research Questions

With the research objectives mentioned, several research questions could be stated and in finding the answer to the questions, it would certainly help to achieve the research objectives. All these questions are proposed by research objectives respectively and will be solved in the following study.

1. What is the relationship between Innovation Marketing and product strategy?

2. What is the relationship between Innovation Marketing and place strategy?

3. What is the relationship between Innovation Marketing and Price Strategy?

4. What is the relationship between Innovation Marketing and promotion strategy?
1.5 The Significance of Study

In significance of academy, Innovation Marketing can be an educational target to many of academic students who would like to get the market of fashion in the innovational way. This research also provide sufficient information for future academic research. As a matter of fact, this research offers statistical evidence and information to those researchers who wish to dedicate into this topic and this research will be the base and reference for them to quote.

In significance of industry, this study will help the Fashion industry by making a spectacular solution to an existing marketing problems as the market keep on change situation depending on new marketing strategies on Product, Place, Price and Promotion with a different view of Consumers. (Abdin, 2010)

1.6 Scope of Study

This research will focus on the Marketing Innovation methods and strategies using the tools of Fashion Industry market while defining the market situation and the best method to follow for the international and local brands to get more improvement in getting costumers. So the Major Scopes is Innovation Marketing, Fashion Industry and the Consumer Behavior in Kingdom of Bahrain.

1.7 Limitations of Study

In this study there’s a lake of information and resources about the type of consumers and consumer behavior on fashion industry in Bahrain. Some of a similar studies in another field of industry in Bahrain have the same lake of resource while Bahrain is a small country with few of information resources. There’s some types of consumers are not corporate for questionnaire forms so it must be a new idea to get the consumers opinions of the research questions such like online questionnaire so the consumers could answer it