

## AN EVALUATION OF ONLINE BRAND PERCEPTION IN THE UK CLOTHING INDUSTRY

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### ABSTRACT

Online shopping has become the most key action while using web. More than 85% of the population have used internet to make a purchase and almost 45% of population of internet user are regular online shoppers who make online purchase at least once in a month (Nielsen Company, 2008). Online shopping is a future of business so in that regards we attempt to identify different factors which influence consumers towards shopping online.

The research purpose was to examine the online brand perception in the United Kingdom clothing industry. In the purchase of clothes through online channel, there are various factors that influence a customer's decision and choices. Why people go for online shopping and what are their preferences and usage patterns. Therefore, the purpose of our research is to determine consumer's satisfaction level and what are their usage patterns, and who are the actually customers that do prefer online clothes shopping in London.

The rationale of this paper is to getting the knowledge about consumer perception so it's more kind of qualitative research. After defining these methodologies we have chosen inductive and interpretivism for this research project. Research strategy has sorted out according to this research and also different alternative strategies which are relevant but not chosen for this research. We have decided that we get primary data through interviews and questionnaire in data collection method. For analysis of data, we selected thematic analysis only for the interviews and for questionnaire simply used analysis through pictorial form of data. In thematic analysis we developed few themes according to the information which we got from interviews.

The findings from this research project discovered the consumer perception about online shopping especially in clothing industry. They have that perception, brand means quality to them. They do believe in that brand equity build through a long process. And once you have that brand equity in customer mind then customer becomes a brand loyal. Satisfaction and tolerance level is very high for brand loyal customers.

**KEYWORDS:** Online Brand Perception in the UK Clothing Industry, online Shopping, Inductive and Interpretivism