

Topshop is one of the
biggest british fashion
stores



**ASSIGN
BUSTER**

Topshop is one of the biggest British fashion store for young women mainly selling fashion clothes, shoes and accessories. This clothing stores with operations in over 20 countries. And most of the store operates in the United Kingdom, another 100 selling abroad. The flagship store in London Oxford Street is the biggest fashion store in Europe. They are target customer is catering for the around sixteen to twenty-five. Topshop is in the middle end of the high street retailer. The clothes are reasonably priced. In addition, their target customer is ranging from 14 to 22 and people who would like to pursuit fashionable clothes.

In order to better understanding customer preference, it is significant to set suitable marketing strategies to satisfy customer's needs. Studying consumer behavior helps marketers understand consumer perceptions about range of products. Correcting erroneous perceptions about a particular product may give marketers an additional competitive advantage over competitors. The literature review is going to assess the relationship between customer behavior and marketing strategies.

2¼ŽCustomer analysis

Customer behaviors reflect the totality of consumers' decisions with respect to the acquisition, consumption and disposition of goods, service, activities, experiences people, and ideas by decision-making units. (Hoyer, W. & D. MacInnis, 2008) Consumers are responsible factor for the sales of any products. So, when a new product is launched in the market, understanding consumer's buying behavior becomes very essential.

Thus, study of consumer behavior help the marketers to take vital decisions on marketing strategies for launching the new product. In Topshop, the leader is really value fashion as an important part. The news (2010) mentions that the famous designer Kate Moss would not worked with Topshop because Kate Moss hard to follow young people's fashion with the age growing. As a result, we can easily found that customer needs is a core component in fashion brand just like Topshop.

2. 1 Consumer behavior

According to Maslow's theory, buying clothes belongs to physiological needs. It is a very basic need because we need to wear clothes every day. But if we have enough clothes, we can't buy more. As a result, marketer needs to understand how personality influences consumption behavior because the knowledge enables them to better understand consumers and to segment and target those consumers who are likely to respond positively to their product.

2. 1. 1 Individual context

Different people have different personality. It is an inner characteristic that can distinguish from one individual from another individual. As a result, the identification of specific traits associated with customer behavior has a great of helpful in the development of company's market strategies.

2. 1. 1. 1 Reflects individual differences

Not everyone has the same characteristics. Many individuals may be similar in terms of a single personality characteristic but not in terms of others. For example, some people are willing to accept the new or different things such

as bold innovation clothes, whereas others are afraid to buy a new product that they haven't seen before. Personality is a useful concept because it enables us to categorize consumers into different groups on the basis of different traits. If one people were different in terms of other people's personality traits, it would be impossible to group them into that segment. However, it is another opportunity for marketers to develop product target to particular group of people.

2. 1. 1. 2 Consistent and enduring

Individual's personality tends to be both consistent and enduring. Although marketers have no chance to change consumers' personalities to accord with their products, if they know that group of people influence specific consumer responses, they can try to attract the similar traits in their target group of consumers. But one thing should be mention is that if personalities may be consistent, their consumption behavior often varies because various situational and psychological factors that affect behavior. Personality is only one of a combination of factors that influence how consumer behavior.

(Schiffman L. & K. Lazar, 2004)

2. 1. 1. 3 Personality can change

Under certain circumstances personalities can change. In one's life, people may suffer many things such as birth of a child, significant career promotion and a divorce. These things can make us become more maturing that can help people growing up and tends to be much calmer. There is also evident that personality stereotypes may change over time. For example, when people was young, they wear the clothes with many colors on it, but now

they just put the colorful clothes away and changed to the black and white ones which make them look more mature.

2.2 Consumer environment

The consumer environment refers to everything external to consumers that can affect people's thinking and feeling. It includes social stimuli, such as the influence by their cultures, social classes, reference groups and families. It also includes other physical stimuli, such as product , advertising and signs which can change customers' thoughts and actions.

The consumer environment is important for marketing strategy because it is the stimuli to persuade people to buy it. For example, a famous star wearing a clothes looks fantastic, many other people will probably buy that clothes in that store. In many cases, group members may be convinced to buy something to gain the approval of the others, or they may simply be exposed to more products by pooling information with that group.

And then, advertisement is also an important approach to gain more customers. Topshop runs commercials during newspaper and TV programmes that their target customer watch in order to persuade and remind them to buy their clothes. In addition, Online shopping may also become part of a consumer's environment and encourage them to drive in spot.

3. Marketing strategy

Marketing strategy (Peter J., O. Lerry & G. Klaus, 1999) is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive

<https://assignbuster.com/topshop-is-one-of-the-biggest-british-fashion-stores/>

advantage. And customer satisfaction is the main goal. For example, if research shows that consumer hate the advertisement of Topshop, the company will change its ads to better appeals to the market. If research shows that consumer in the target market do not want to shop in store, and then the classification of the product may have to be changed. If research shows that consumer cannot find the information in the homepage, the company wants to create one. Consequently, marketing strategy should be developed and changed based on customer research and analysis.

4. Consumers' impact on marketing strategy

Understanding customer behavior can make a good earning in one's business. A basic marketing strategy holds that firms exist to satisfy consumer's needs. These needs can only be satisfied to the marketers understand the people or organization that will use the products and services they are trying to sell, and they will easily defeat their competitors.

What's more, customer response is the ultimate test of whether a marketing strategy will succeed. Thus, knowledge about consumers should be put into practice into a successful marketing plan. Moreover, this knowledge helps to make sure that the product is appealing to its core market or not. Data about consumers helps to define the market and identify threats and opportunities to a brand. Topshop is a good example of a successful product that needed to update its image. Even though change the designer to meet young people's needs. The Topshop's manager also expresses the view that if a particular group can be served profitably by a firm, then it forms a viable market segment. Then marketer should develop a marketing mix to serve that group.

4. 1 Segmenting consumers

This process is to identify groups of consumers who are prefer your brand, and then devises marketing strategies that appeal to one or more groups. Sometimes these market segments are simply the most frequent and loyal customer of a brand.

4. 1. 1 Age

Customers from different groups have different needs and wants. Although people who belong to the same age group differ in many other ways, marketers do tend to share a set of values and experience to become more focus. The data provided by Topshop press report (Thomas, 2005) shows that TopShop first appeared in 1964, but within the Peter Robinson group. Many customers who shopped there for the latest fashions as teenagers still take a quick look around. They do it out of old loyalty and also know the target age group may be found there. TopShop came out of the Peter Robinson stores as a independent shop in 1974. Age is a valid base for many markets. Young people have become important spenders, because a young person tends to be impulsive, they want to buy things they want in that time but not really needs them.

4. 1. 2 Gender

Many products are targeted to either men or women. Women would be the purchaser for the household: they might not be the deciders or the final users of everything they bought, but at least they did most of the buying. As a result, most of the marketer aims at women. And also marketing to women may still be in need of updating. For man, maybe they would more prefer cars, it all requiring greater independence in buying items. Take color for <https://assignbuster.com/topshop-is-one-of-the-biggest-british-fashion-stores/>

example, pink version maybe more suit for girl but blue can be accepted by boy. Topshop is mainly sell clothes for women, so they produce a lot of dress to choose from including flirty flowery maxi dresses, feminine tea dresses and sexy knitted dresses. An also, in order to attract more customers, Topshop also provide some tops to choose from camis, vests, tunics, blouses and tees. (Candice, 2010)

4. 1. 3 Family structure

People's family is yet another important demographic variable, because this has such a big effect on consumers' spending priorities. Young bachelors are more likely to go to bars and movies; they need to buy many clothes to use in different occasion. Family with young children is big purchasers of healthy foods and fruit juices, so clothes for them is not that desirable.

4. 1. 4 Lifestyle

In the modern consumer society, people are more free to select the products or services that define themselves. Lifestyle refers to a pattern of consumption reflecting a person's choices of how he or she spends time and money. (Solomon R., 1999) It represents the way people how to allocate their money. For this reason, lifestyle marketing strategies attempt to position a product by fitting it into an existing pattern of consumption. When Topshop firstly entered the market, it had virtually no name recognition and struggled to compete with other fashion brand, but when Topshop linked itself to the lifestyle of people who enjoy differentiation and fashion clothes. Now this company has the highest market and become famous in today's clothing market.

5. Conclusion

The analyses data provides general idea about how to adjust customer behavior into marketing strategies. The analysis provides the background and tools for a strong and comprehensive understanding of customer behavior and attempt to create and keep satisfied and profitable lifetime customers.

Topshop has a good understanding of their customer needs and wants according to the market research. And also, Topshop can take advantage of today's fashion trends after they entered the market in 1974, but it also has to analyse the current situation, as the financial crisis has deeply influenced the retail industry.

Topshop has to appeal many young people's attention to obtain the market. They knew what customer need and wants in terms of age, gender, family structure and lifestyle and what expectations they have regarding quality and price. It is necessary to gain more information to carry out further research.

1996 words

Reference

Candice W (2010), Review of Topshop Clothing for Women, available from

[http://www.associatedcontent.](http://www.associatedcontent.com/article/2647917/review_of_topshop_clothing_for_women.html?cat=46)

[com/article/2647917/review_of_topshop_clothing_for_women.html? cat= 46](http://www.associatedcontent.com/article/2647917/review_of_topshop_clothing_for_women.html?cat=46)

[last accessed: 5th January 2011]

<https://assignbuster.com/topshop-is-one-of-the-biggest-british-fashion-stores/>

Peter J., O. Lerry & G. Klaus (1999), Customer behavior and Marketing strategy: European edition, United Kingdom: McGraw-Hill

Solomon R.(1999), Customer Behavior: international edition: fourth edition, United States of America: Prentice Hall International, Inc

Schiffman L. & K. Lazar(2004), Customer behavior: International edition: eighth edition, United States of America: Prentice Hall International, Inc

Thomas P. (2005), TopShop Spring 2005 Press Fashion Photos, available from http://www.fashionera.com/Trends_2005/fashion_trends_2005_7a_topshop_sum05.htm [last

accessed: 4th January 2011]