Brand management and its influence on commercial positioning in a customized clothing online store, Lima, 2024

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Abstract - *Research aligned with SDG 8: "Decent work and economic growth", whose objective was to determine the influence of brand management on commercial positioning (and its dimensions: positioning according to competitor, positioning according to attributes and positioning according to quality) in an online shop of personalised clothing, Lima, 2024. The methodology was quantitative approach, applied type, explanatory and descriptive level, non-experimental design and cross-sectional. The population consisted of 60 customers of the shop (finite). The study sample consisted of 60 online shop customers. The technique used was the survey. It was concluded that brand management significantly influences commercial positioning in an online custom clothing shop, Lima, 2024 (sig.=0.000, r2=0.3552). Finally, conclusions and recommendations were made.*

Keywords-- brand management, commercial positioning, marketing.

I. INTRODUCTION

A. Context

As a problematic reality, this study focuses on the latest developments in brand management. As is well known, brand management seeks the link in certain strategies, measures and techniques in which companies use in their daily growth. Currently many companies are making use of a good brand management combined with digital tool, sin which they are obtaining a satisfactory increase in productivity and above all a considerable profitability in front of their competitors [1], [2].

A recent case of the application of brand management was in a photographic campaign, which aimed to update the image of its brand in Barcelona. In which innovative trends were realized in which the digital advertising plan was used, in order to show a fresh and attractive design that would influence with its target audience. The official clip uploaded by the company was a resounding success as it achieved its goal, which was a good commercial positioning, getting the attention of its customers [3].

Another important use case for brand management was applied to the canva web platform, introducing new updates for brand management features. It was applied to lead brands to leverage their creative output through technology. With the intention of serving all companies that have a venture to create visual content about the brand and improve its commercial positioning [4].

Finally, a recent case where brand management is being applied is in the Bata store, which wants to increase sales on sports brands. So now it will rely on its own North Star and Power brands, as they are well received by customers. Implementing their strategies in order to maintain their commercial positioning of footwear [5].

In Lima, a company in the textile sector is applying brand management to increase its sales of personalized clothing in a virtual way in which it wishes to implement efficient strategies and thus have an efficient growth in such a competitive commercial positioning.

B. Research problem

The problem statement describes a situation and shows the context of a topic that is estimated to be investigated, since the problem statement must be made in a clear and detailed manner, which will lead to show the hypotheses of the study [6].

Therefore, the general problem of the study was: how does brand management influence commercial positioning in a virtual store of personalized clothing, Lima, 2024?

C. Justification

The research is theoretically justified. It focuses on theoretical knowledge that is related to a problematic situation that is presented, in which the author wishes to deepen, and generate a debate [7]. For this reason, the topic was intended to reinforce and establish the knowledge of the theory on brand management and commercial positioning in which they seek to attract customers.

The research is practically justified. This type of study focuses on showing the problematic situation, in which solutions and improvements are sought [8]. It has been identified that in a virtual store of personalized garments located in Lima could benefit and establish a commercial positioning through the application of a good brand management, therefore in this study an adequate data collection and statistical analyses will be carried out to present results that allow the company to achieve its objectives.

D. Research Objective

The general objective of the study was to determine the influence of brand management on commercial positioning in a virtual store of personalized clothing, Lima, 2024.

E. Previous works

In China, researcher Zhiwei conducted a research in the journal E3S Web of Conferences, registered in the SCOPUS database [9]. Their research was conducted with a quantitative approach, having as variables "business management" and "positioning". In order to obtain their results, they answered their survey 240 of which only 228 were used for analysis. As a result, it was obtained that positioning influences the business management of the Xiaomi company (Rho= 0.672; Sig.=0.001).

In Africa, authors Blankson and Enyinda conducted a research in the Journal of Marketing for Higher Education registered in the SCOPUS database [10]. Their research was conducted with a quantitative approach, having as variables "branding" and "market positioning". For their sample, 32 managers from industrial s/B2B or commercial markets in the Middle East or Africa (MEA) were considered and surveyed. Considering as an acceptable result that branding does have a positive influence on market positioning.

In Indonesia, authors Han and Lee conducted a research in the Journal of the Architectural Institute of Korea, registered in the SCOPUS database [11]. Their research was conducted with a quantitative approach, having as variables "image" and "positioning". For his sample he considered 180 regular customers of the coffee shop in the Yabarta neighborhood of those who were surveyed. Considering as an acceptable result the image does influence positioning.

F. Theorical framework

Brand equity theory

According to this theory, it indicates that the brand highlights an authentic merit with the customer through their reactions when acquiring the product, determining the differences it has [12].

The brand will have to originate value through punctual, functional and also emotional particularities aimed at strengthening relationships, loyalty for customers and motivate their purchase intentions [13]. He states that the brand is proportional and superior to any physical product of any company, so it is not necessary for it to be physical, since a brand will be reflected through its strategies, characteristics and emotions.

An important factor to consider in this theory applies better to consumers, in which strategies should be designed to know their tastes and preferences, as well as their expectations. Brand value has become a very good tool to achieve organizational growth [12]. The pillars to consider in this theory are: brand loyalty, brand image and brand awareness [12].

Fig. 1 Brand equity model.

Brand loyalty: It covers the emotions that the consumer shows towards the product or service, showing preference despite the fact that they find other similar products, they decide to continue buying or acquiring it, and because of the good expectations that they have been able to perceive. It is also essential that the products or services have the qualities in which the consumer feels happy with what he is buying.

Brand image: Defines the characteristics, emotions that it shows, generating that the consumer identifies it and thus transmits confidence either by its values that reflect it through its image.

Brand awareness: It is reflected in a subconscious way, which makes people recognize the brand, it is present in consumers, either by the logo, packaging or by some lived experience, so that it is remembered.

Positioning strategies

According to this theory, Kotler and Armstrong, focuses on how the consumer sees it from their perception, referring to what it offers or sells, making it clear that positioning does not refer to the creation of a new product, but on the contrary to intrude into the subconscious of the consumer and link links that already remain, that making it clear that the positioning is already in the minds of people and that you have to generate strategies in order to position more in what already exists in the mind of the consumer [14].

The influence on the customer's perception of the product or service, generating a distinctive place in the consumer's mind, used to differentiate and relate it to the attributes desired by the consumer [14]. As long as this brand is identified, and above all is given an added value, it will differentiate itself from its competition, exposing the high value of its products or services [14]. For example, in a company, having an already established, defined brand makes its customers recognize it, identifying it just by seeing its symbol.

An important factor is to consider that, in order to have a good positioning, we must show the characteristics that differentiate us from the competition and let them know the added value, since it is emphasized that positioning is, so to speak, getting into the consumer's mind. Being clear about where you are and where your competitors are and knowing where you are better than them, and then start planning a positioning strategy.

There are three types of positioning: positioning according to competitor, positioning according to attributes and positioning according to quality [14].
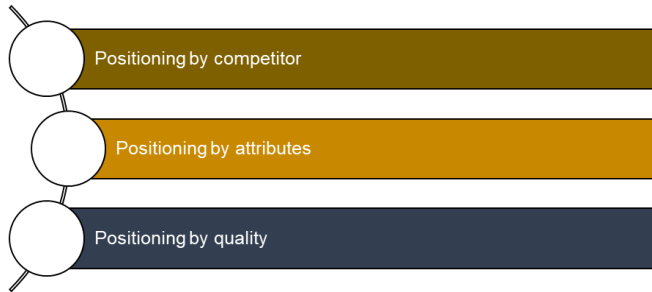

Fig. 2 Three types of positioning.

Positioning according to competitor: It is manifested in highlighting the advantages, one of them in offering prices that are within the reach of customers, also in what is the quality, as this will not go unnoticed, because it is one of the most important for the expected expectations and finally the service that has now become a highly valued aspect that is very little perceived by some markets. It is the place that is obtained from the subconscious of the people referring to the product or service brand for its perceived value.

Positioning according to attributes: It provides a singular value in which an organization offers and in which the competition does not offer it, giving a personalized attention in which it interacts with the client and he feels attended, for it will be given a plus with the so called added value, making this call the attention and the emotion to receive something additional to what was agreed. In addition, generate importance of power and weight in customers, differentiating from other brands that also offer the same product, generating attributes that make it indispensable.

Positioning according to quality: Highlight the characteristics and qualities that generate valuation by the consumer, attracting good comments and above all the satisfaction of receiving a product or service as it is imagined and expected.

G. Research hypothesis

Brand management significantly influences commercial positioning in a virtual store of personalized clothing, Lima, 2024.

II. METHODOLOGY

A. Study design

The approach was quantitative. This study perspective determines the measurement of variables, which will be detailed through the application of a questionnaire [15]. In this study a questionnaire was applied to measure the variables "brand management" and "commercial positioning", then hypotheses were formulated and resolved through statistics.

The type was applied. This type of study aims to apply and contribute with theoretical contributions in order to provide immediate solutions to current problems [16]. In this thesis of applied type, different theories were used and applied to the brand management and commercial positioning of an online store, Lima 2024.

The level was explanatory. The author Hernández et al. (2014), mentions that he seeks to establish a causal connection between the two variables. In this thesis, the independent variable is "brand management" and the dependent variable is "commercial positioning".

The design was non-experimental. The events that occur in the variables were observed, in which they were left as they are, in order to be able to analyze them later [17],.

The cut was transversal. It collects detailed information from a group of people in a given time [7]. For this reason, this study was adapted to a situation in which relevant information was gathered.

B. Population and sample size

The population was considered finite. This type of population occurs when the researcher knows exactly how many people make up the population [7]. This is found through a record of some document, lists of such information.

The population amounts to 60 customers registered in the database who frequently made purchases of personalized garment that were in the months of January through March, 2024.

The sample is a census sample. It is an exact precision of a detailed or selected population for an investigation [7]. Therefore, the individuals that make up the population are the same as those in the sample.

C. Instrument

The instrument is the questionnaire. According to Bernal (2022), it is an instrument that must be developed with great severity since it will be used to extract the results of the study for the conclusion of the research. To obtain the information, it consisted of 14 items for the variables "brand management" and "commercial positioning". The options of the questionnaire were based on a 5-option Likert scale.

D. Data collection and analysis

As for the data collection procedure, first a message was sent to each customer of the online store, asking them in the most respectful way to help us complete a virtual survey, achieving an affirmative response. Then in the month of March 2024, information was collected through the survey applied in virtual mode, which is called (Google Forms), in which precise content was collected from 60 customers.

The method of data analysis includes hypothesis testing using Spearman's rho statistic.

III. RESULTS

A. Measurement of the levels of variables

TABLE I
MEASUREMENT OF THE LEVELS OF VARIABLES

Levels	Brand management	Commercial positioning
High [3.65 – 5.00]	98.33%	100.00%
Medium [2.33 – 3.66]	1.67%	0.00%
Low [1.00 – 2.33]	0.00%	0.00%
Total	100.00%	100.00%

According to Table I, the percentages obtained for the research variables were also calculated. Regarding the "brand management" variable, it was evidenced with a percentage of 98.33% of the respondents, at medium level with 1.67% and low with 0% of the respondents. While for the variable "commercial positioning" it was evidenced with a percentage of 100%, in medium level with 0% and with a low level of 0% of respondents.

B. Measurement of the levels of dimensions (independent variable).

TABLE II
MEASUREMENT OF THE LEVELS OF DIMENSIONS (INDEPENDENT VARIABLE).

Levels	Brand loyalty	Brand identity	Brand awareness
High [3.65 – 5.00]	96.67%	96.67%	100%
Medium [2.33 – 3.66]	3.33%	3.33%	0%
Low [1.00 – 2.33]	0%	0%	0%
Total	100%	100%	100%

According to Table II, the measurement of the two present variables "brand management" was developed. In which it was found that of the 60 respondents, 96.67% were shown in high level both for the dimension "brand loyalty", in its medium level of 3.33% and low with 0% respondents, while for the present dimension "brand image", were shown in high level of 96.67% respondents, in its medium level of 3.33% and in low level with 0% results. Finally, for the dimension "brand awareness", the results showed a high level of 100%, a medium level and a low level of 0%.

C. Measurement of the levels of dimensions (dependent variable).

TABLE III
MEASUREMENT OF THE LEVELS OF DIMENSIONS (DEPENDENT VARIABLE).

Levels	Positioning by competitor	Positioning by attributes	Positioning by quality
High [3.65 – 5.00]	100.00%	100.00%	100.00%
Medium [2.33 – 3.66]	0.00%	0.00%	0.00%
Low [1.00 – 2.33]	0.00%	0.00%	0.00%
Total	100.00%	100.00%	100.00%

According to Table III, the measurement of the following dimensions for "commercial positioning" was developed. It was found that of the 60 respondents, 100% were at a high level for the dimensions "positioning according to competitor", "positioning according to attributes" and "positioning according to quality", at a medium level with 0% and at a low level with 0% of respondents.

D. Hypothesis testing
General hypothesis:

Brand management significantly influences commercial positioning in a customized clothing online store, Lima, 2024.

TABLE IV
SPEARMAN'S RHO STATISTIC FOR THE GENERATING HYPOTHESIS

			Brand management	Commercial positioning
Spearman's rho	Brand management	Correlation coefficient	1.000	0.596
		p. value		0.00
		N	60	60
	Commercial positioning	Correlation coefficient	0.596	1.000
		p. value	0,000	
		N	60	60

Spearman's rho statistic was used for the general hypothesis. According to the results, a bilateral asymptotic significance of 0.000 was found. Since this value is less than 0.05, it allows the researcher to validate the hypothesis, therefore, brand management has a significant impact on the commercial positioning of a virtual store of personalized clothing, Lima 2024. In addition, it is important to clarify that a correlation coefficient of 0.596 was obtained.

TABLE V
IDENTIFICATION OF THE CORRELATION COEFFICIENT (R) AND DETERMINATION COEFFICIENT (R2)

Correlation coefficient (r)	Determination coefficient (r²)
0.596	0.3552

Regarding the results in Table IV, the coefficient of determination (r2) of 0.3552 was detailed. This allows the researcher that brand management significantly impacts commercial positioning in 35.52% of the scenarios in the study context.

IV. FINAL CONCLUSION AND DISCUSSION

A. Conclusion

4th LACCEI International Multiconference on Entrepreneurship, Innovation and Regional Development - LEIRD 2024
"Creating solutions for a sustainable future: technology-based entrepreneurship" - Virtual Edition, December 2 – 4, 2024

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It was determined that it significantly influences brand management in the commercial positioning in a virtual store of personalized clothing, Lima, 2024. This was evidenced by the Spearman's rho statistical test, where the p. value of 0.000 was obtained. Subsequently, the coefficient of determination (r2) of 35.52 was calculated, determining an influence of 35.52%.

B. Discussion

The work presented by the author Zhiwei [9], was developed in the Asian continent precisely in China, while this study was conducted in America (Peru) in the present year 2024. The aforementioned researcher, conducted in his research in the field to customers of the company Xiaomi and in the present study was used as a space in a personalized clothing store. A crucial factor to compare was from the selection of variables in both studies, in that the research of Zhiwei , was specified in the present variables "business management" and "positioning", while in this study the two variables of "brand management" and "commercial positioning" were evaluated, being extremely similar variables. Both studies focused on quantitative analysis and used statistical tests. The sample highlighted by Zhiwei , was 228 customers, while this study used a sample of 60 customers. The following results of the general hypothesis test of the Zhiwei study, evidenced the values of p=0.001, r=0.672, in which it concluded that brand management facilitates the power of improvement in commercial positioning. On the contrary, in this research through the application of Spearman's rho statistic was reflected as a result of the general hypothesis of p.=0.001; r=0.596, in which determined the influence between the variables of "brand management" and "commercial positioning" of the virtual store of personalized clothing, Lima, 2024.

The findings of this research by authors Blankson and Enyinda [10], was developed in Africa, while this topic of study was developed in Lima (Peru) in the current year 2024. A crucial factor for comparison was the selection of the two variables in both studies in that the research by authors Blankson and Enyinda , focused on the variables "branding" and "market positioning", while this study evaluated the two variables of "brand management" and the other variable of "commercial positioning", being extremely similar variables. In relation to the approach for both studies it was quantitative and for both they used statistical tests. The sample highlighted by the authors Blankson and Enyinda , was 32 managers of industrial markets, while this research used a sample of 60 regular customers of the virtual store. Finally, Blankson and Enyinda concluded in this research that branding provides great power in market positioning, meanwhile in this study the application of Spearman's rho statistic was used in which it was reflected as a result referring to the general hypothesis of p.=0.001; r=0.596, determining the influence between the variables of brand management and commercial positioning in a virtual personalized clothing store, Lima, 2024.

The results obtained by the authors Han and Lee [11] were developed in Indonesia, meanwhile in this study it was developed in Lima (Peru) in the year 2024. An important factor to compare was the selection of the variables in both studies, in which the research by Han and Lee focused on the variables "image" and "positioning", while in this research the present variables of "brand management" and "commercial positioning" were evaluated, being variables considerably similar. Both studies focused on quantitative analysis and used statistical tests for both studies. The sample highlighted by Han and Lee was 180 regular customers of the cafeteria in the Yabarta neighborhood, while this research used a sample of 60 customers of the virtual personalized clothing store in Lima. Finally, Han and Lee concluded in their research that brand image provides fundamental recognition in the positioning of the market that is so competitive, while in this study the application of Spearman's rho statistic was used in which acquired as a response to the general hypothesis of p.=0.001; r=0.596, determining the great positive influence between the variables of brand management and commercial positioning in the virtual personalized clothing store, Lima, 2024.

V. Recommendation

It is recommended to the advertising manager to implement the constant use of social networks to obtain an efficient brand management, which will facilitate an appropriate communication to the consumer, persuading the value of the product, in which, being clear and defined, referring to what the brand offers, the results will be better as the customer's attention, generating emotions, letting him know that it offers something different from what others do not have. This is due to the fact that the research showed that brand management influences commercial positioning.

Acknowledgment

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