

## Case Study

# Consumer research for a Vietnam fashion brand to enter India

### Marketing Challenge:

A well known fashion brand in Vietnam since 1998 known for bringing into Vietnam some of the latest trends in fashion and international brands at unbeatable value to customers thus making their outlets irresistible new fashion destination.

With a mission to bring new fashion trends in India and establish as one of the leading fashion getters to India. For this purpose it is important India's likes, dislikes, and preferences in fashion, color, style etc and more importantly the willingness, influence from the peer, fashion trends and if they like to follow the standard so that the client could successfully introduce fashion trends from time to time to cater to the Indian tastes.

With this backdrop, the client wished to conduct an initial research to clearly understand the requirements to meet Indian customers.

### MMRSS' Approach:

Target Groups was worked out to be of age group 16-25 yrs college going boys and girls, the career oriented men and women. The brand, its packaging & overall imagery projects certain premiumness meant to be targeted at male and females of SEC A1 + who are trying out international brands with their looks and always wanted a social admiration in their 'society'.

We conducted quantitative research survey, where we form sub-groups based on the above parameter considerations and represent them adequately with a statistically significant sample of participants in each sub-group.

Based on the inputs provided, we had classified the 3 target groups into 3 age bands. +Also we felt that in India, ethnicity/food habits are also important factors on body features and hence these need consideration in setting up sub-group quotas within the sample size.

Therefore samples can be identified and can be grouped into 2 as follows:

1. Those originating from North /West/East region of India
2. Those originating from Southern region of India

### The Results:

Due to quickly growing economies and emerging wealthy classes with an increasing number of businesspeople and entrepreneurs who have lots of cash to spend, fashion brands would be able to exposed Indian customers to western styles and fashions

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### Contact us:

Majestic Market Research Support Services Ltd.

160 A Prem Chaya Building,  
LBS Marg, besides Rock On boutique,  
Besides Taximan Colony, Kurla (West).

T: +91 2226540719

**Raj Sharma : +91 9322105830**

[info@mmrss.com](mailto:info@mmrss.com)