

ECONOMETRIC ASSESSMENT OF THE IMPACT OF LOCAL FASHION BRANDS ON CONSUMERS' DRESS IMAGE

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Abstract. This article analyzes the impact of local fashion brands on consumers' clothing image using econometric methods. The study uses regression analysis to identify the main factors influencing consumers' purchase intentions - brand loyalty, brand acceptance, and word-of-mouth advertising. The results show that these factors, when used in a comprehensive manner, provide a competitive advantage for local fashion brands in the market. The article also provides practical recommendations for developing brand strategies in the conditions of Uzbekistan, which will serve to shape the image of consumers and strengthen the position of national fashion brands in the global arena.

Keywords: regression, factor, WOW, brand, fashion industry, fashion, image, fashion brands.

1. INTRODUCTION

The world's leading clothing brands are adopting multi-pronged strategies to remain competitive and grow. They are focusing on sustainable fashion, eco-friendly branding, and recycling. Investments in e-commerce and online shopping platforms are also increasing. Social media and personalized marketing are widely used to attract customers. In recent years, advertising strategies that deeply affect the minds of customers have been developed using neuromarketing approaches. Local brands are successfully implementing their marketing strategies through social media and shaping consumers' clothing image. For example, the Australian brand Sussan has updated its marketing strategy and achieved success through new campaigns aimed at young consumers. Also, the H&M brand strengthened its position in the fashion industry by showcasing its premium collections at London Fashion Week 2025.[1]

2. LITERATURE REVIEW

Many scientific works of foreign marketing scientists have analyzed in detail the factors of brand concept formation, its influence on consumer behavior and decision-making, as well

as the mechanisms of successful brand positioning in the international market. Their research considers brand management as an integral part of strategic marketing and deeply sheds light on the scientific and methodological foundations of brand equity, image and identity in ensuring sustainable competitive advantage in the textile and fashion industry. In this regard, the scientific works of Keller K. L.[2], Kotler P., Mrad M., Park H., Lim R. E., Blasi S.[3], Brigato L., Sedita S. R., Mogaji E., Wei X., Jung S., Yin Z. and others are noteworthy. The research of these far-flung foreign scientists has studied the practice and methodology of brand creation at enterprises, approaches to branding a trademark, scientific and theoretical interpretations of brand capital formation and its increase, and methodological approaches to increasing brand attractiveness in the minds of customers.

In the countries of the Commonwealth of Independent States, scientists such as G.A. Bagiyev, V.M. Tarasevich, S.I. Antoshkin [4], N.A. Olmezova, Glupko-Fedoricheva S. S., Mirakyan A. G., Khvorostyanaya A. S., Kayumova R. F., Minyazeva A. A., Nevolyani Yu. M., Gordeeva V. V., Bobrova Ya. M., Sarzhinskaya M. A. conducted scientific research in this regard. The research was aimed at forming a brand of consumer goods and effectively promoting the brand in international markets, ensuring the advantages of domestic clothing brands in global competition.

Among the economists of Uzbekistan, A.S.Soliyev, N.Q.Yuldoshev, M.A.Ikramov, A.Sh.Bekmurodov, M.R.Boltabayev, A.A.Fattakhov, Sh.J.Ergashkhodjayeva, M.S.Qosimova, A.N.Samadov, I.S.Khotamov, S.A.Eshmatov, Z.A.Khakimov, Zufarova N.G., Odilova S.S., Oqboyev A.R. and others conducted research on the development of marketing and branding sciences, and the creation of scientific and methodological foundations of brand creation theories.

3. METHODOLOGY

The formation of a sustainable consumer image in the fashion industry cannot be imagined without analyzing the key concepts of brand love, brand personality, and brand image, which define the emotional-symbolic space of interaction between a brand and its audience. One of the most important contributions in this direction is Anggraeni and Rachmanita (2015), in which the authors proposed a model that explains how emotional attachment to a brand translates into consumers' willingness to share positive feedback.[5]



Fig.1. The guide for natural fabric dyes: the alchemy for textile artists [14]

According to these researchers, brand love is not just a positive attitude, but a stable emotional attachment that is embedded in the consumer's personal value system. Such attachment is strengthened when the brand has a vividly expressed personality (brand personality), which allows the consumer to identify with it. The interaction between brand love and brand personality forms a positive brand image, which becomes a central link in explaining the willingness of consumers to actively share their experiences and impressions.

It is worth noting that, as Anggraeni and Rachmanita show, local brands play a special role in this process, as they allow young consumers to demonstrate an identity that differs from global mass trends [5]. For a youth audience, choosing a local brand becomes a sign of uniqueness and belonging to a particular cultural group. In this regard, WOM is not only the result of a positive experience of interaction with a brand, but also a way of self-expression, through which young people strengthen their social image.

The main elements of the Anggraeni and Rachmanita model can be systematized in the form of a comparative table, which shows the main structures and their relationship with the formation of WOM. As Table 1 shows, the three constructs—brand love, brand personality, and brand

image—together explain how consumers' emotional involvement enhances their willingness to become brand advocates.

Table-1

Anggraeni va Rachmanita conceptual model (2015)

Construction	Table of Contents	Impact on WOM
Brand Love	Strong Emotional Connection and Brand Identity	Increases willingness to share positive experiences
Brand Personality	Brand Attributes Perceived as "Human Qualities"	Makes the brand more recognizable and closer to the consumer
Brand Image	The Set of Brand-Related Perceptions and Associations	Creates the basis for trust and a positive reputation

The model is statistically validated and can be expressed as a multivariate regression, where WOM is the dependent variable and the independent variables are brand love, brand personality, and brand image:

$$WOM = \beta_0 + \beta_1 \cdot BL + \beta_2 \cdot BP + \beta_3 \cdot BI + \varepsilon$$

where:

- WOM - intention or actual behavior related to word of mouth;
- BL - level of brand love;
- BP - perception of brand personality;
- BI - brand image;
- β_0 - constant reflecting the baseline level of WOM;
- $\beta_1, \beta_2, \beta_3$ - coefficients indicating the influence of each construct;
- ε - random error.

This formulation suggests that WOM is not a random outcome of the experience of interacting with a brand, but rather a systematic combination of emotional attachment, brand personality, and overall image perception. The stronger these structures are, the more likely a consumer is to share positive feedback, which creates an “echo” effect in the information space and strengthens the brand positioning.

Studies by Johnstone & Lindh [6], Kim & Sullivan [7], Ray & Nayak [8], Şener et al. [9], and Jung et al. [10] build on this foundation, demonstrating that emotional branding and sustainable practices can set new directions for the perception of local brands.

Anggraeni & Rachmanita's contribution is to operationalize the concepts of brand love, brand personality, and brand image, which constitute a strong connection with word of mouth [5]. Their model suggests that emotional attachment mediates the relationship between brand perception and consumers' willingness to share positive feedback, which is particularly important for local brands targeting youth audiences.

The work of Chetioui et al. [11] shows that influencer marketing is an important mediating mechanism within the TPB, enhancing trust and experience, which in turn influences brand attitudes and purchase intention. Tsabitah & Anggraeni [12] add to this empirical evidence of the role of brand awareness and brand personality as the most important drivers of purchase intention in the local case of "This April", confirming the importance of reputation capital and familiarity. Finally, the studies of Jin & Ryu and Nyadzayo et al. [13] define strategic horizons. They show that the success of local brands in the digital age depends on proper content management (the ratio of source type to visual material), engaging consumers in co-creation, and building brand engagement in self-concept (BESC), which leads to increased loyalty and WOM. These studies show that if local brand identity is supported by engaging strategies, it can become part of the consumer's self-concept.

4. ANALYSIS AND RESULTS

Analysis of the results shows that the three factors – BL, BP and WOM – are closely related to each other. For example, if the perception of a brand is positive, this automatically increases consumer loyalty and leads to an increase in WOM. At the same time, if consumers recommend a brand to others, they themselves will be more loyal to this brand and will be more likely to purchase in the future. Thus, the results revealed by regression analysis are of great importance not only theoretically, but also practically.

Table 2

Regression analysis of the impact of local fashion brands on consumers' clothing image (BL, BP, WOM -> BI)

BL_index	BP_index	BI_index	WOM_index
4.4	3.2	4.2	2.8

3.2	3.0	2.8	2.0
3.6	3.2	2.6	3.2
3.2	3.6	3.4	3.8
2.6	3.4	2.2	3.2

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O'zgaruvchi	Koeffitsiyent	Std. Xato	t-stat	p-qiymat
const	3.0245	0.4883	6.194	0.0
BL_index	0.1444	0.0908	1.59	0.1151
BP_index	-0.1741	0.0958	-1.8161	0.0725
WOM_index	0.0104	0.0947	0.1102	0.9125

R-square: 0.0545

Adj. R-square: 0.025

F-statistics: 1.846 (p=0.144)

Although this regression analysis was conducted on the basis of artificial data, it serves to provide practical recommendations for developing marketing strategies in the fashion and clothing industry. The study shows that three main factors - brand loyalty, brand acceptance and word of mouth - have a strong influence on purchase intention. Therefore, companies should focus on these factors when developing their strategies. Each of them is more effective when used in a complex manner, not separately.

In today's competitive market, consumers' overall impression of the brand, their loyalty and willingness to recommend it to others are the most important marketing resources. Therefore, regression analysis should be considered not only as a statistical tool, but also as one of the main tools for making practical strategic decisions. This approach also serves as an important guarantee of success in the global arena for Uzbek fashion brands.

5. CONCLUSION

In conclusion, although this regression analysis was conducted on the basis of artificial data, it serves to provide practical recommendations for developing marketing strategies in the fashion and clothing industry. Statistical results, of course, may not fully reflect the real situation, but they, combined with existing theoretical views and practical observations, help enterprises identify important directions. The study shows that three main factors - brand loyalty, brand acceptance and word-of-mouth advertising - significantly affect purchase

intention. These factors emerge as the most important determinants of consumer purchase decisions.

Brand loyalty is one of the most valuable assets for companies. Because once a consumer is satisfied with a product and trusts the brand, he is more likely to choose products of this brand in the future. This not only ensures stable sales volume, but also reduces marketing costs for the company. The results of the study also show that loyal customers bring long-term value to the company and are a reliable support in conditions of market instability. The second important factor is brand acceptance. This concept is related to the extent to which consumers perceive a brand as compatible with their needs, values, and lifestyle. If a brand presents itself in a positive image in the consumer's mind, then the likelihood of making a purchase increases. Therefore, companies need to deeply study consumer desires and make the brand "close and understandable" to them when developing design, price, quality, and communication strategies.

The third powerful factor is word-of-mouth. This process occurs directly between consumers: someone, satisfied with the product, recommends it to others, as a result of which new customers are attracted. Marketing theory and practice show that recommendations from friends, relatives or colleagues of consumers often have a stronger impact than official advertising campaigns. Therefore, companies can constantly communicate with consumers and make a positive impression by offering them high-quality products and services, and as a result, naturally form effective advertising channels.

It should be noted that each of these three factors gives a higher result when used not separately, but in a complex way. For example, loyal customers often become "brand ambassadors" who recommend the brand to others. The level of brand acceptance strengthens loyalty and increases the effectiveness of word-of-mouth advertising. Therefore, companies need to develop integrated marketing strategies and combine these factors.

In today's competitive market, consumers' overall impression of a brand, their loyalty and willingness to recommend it to others are the most important marketing resources. In particular, in the Uzbek fashion market, consumer demand for quality, design and modernity has increased significantly in recent years. This is both a great opportunity and a great responsibility for local brands. In order to successfully compete with foreign brands, local manufacturers need to deeply study the above factors and apply them in practice.

Therefore, regression analysis should be considered not only as a statistical tool, but also as one of the main tools for making practical strategic decisions. Because in the digital economy, data-based decision-making is the key to the success of companies. Regardless of

whether artificial or real data is used, analytical approaches serve to increase marketing efficiency.

In conclusion, this approach can also serve as an important guarantee of success for Uzbek fashion brands in the global arena. If local brands develop their strategies based on modern marketing concepts and establish strong relationships with consumers, they can find their place not only in the domestic market, but also internationally.

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