

IMPACTUL BRANDULUI DIN INDUSTRIA MODEI ASUPRA PERCEPȚIEI CONSUMATORULUI

THE IMPACT OF BRAND IN FASHION INDUSTRY ON CONSUMERS' PERCEPTION

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Abstract: Management is the youngest of sciences and oldest of arts and consumer behaviour in management is a very young discipline. Various scholars and academicians concentrated on it at a much later stage. It was during the 1950s, that marketing concept developed, and thus the need to study the behaviour of consumers was recognised. Marketing starts with the needs of the customer and ends with his satisfaction. At the same time, the area of brand management has a major importance for companies from the fashion industry, both from the point of view of economic and environmental development in the domestic market, as well as from the standpoint of potential consumers who are likely to benefit from increasing the performance of the company through the products and services offered. This present study has as its primary purpose a research of the brand impact in the fashion industry over consumers' perception. Over the time, there was a change in the needs and desires of consumers about the fashion industry, so that from the mere necessity of covering the body and clothe him, he came to a more prominent need to convey a specific message through clothing, to have a distinctive design as unique as possible, or to show membership in a certain social status.

Keywords: Brand management, strategy, consumer behaviour, consumers' perception, fashion industry, analysis, marketing, management.