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value**

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THE AESTHETIC INSPIRATION IN CREATING BRAND VALUE

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Abstract

Aesthetics is a branch of philosophy dealing with the nature of art and beauty. The term “aesthetics in marketing” refers to promoting sensory experiences related to products, designed to contribute to the brand’s organization or identity. One of the best ways to differentiate the products is the use of aesthetics. Brand value is the premium value that a company realizes from a product with a recognizable name as compared to its generic equivalent. Using qualitative methods and critical analysis of literature retrieved from secondary sources, this study examines the relationship between aesthetics and brand value of local designer clothing brands. The study validated that aesthetics can play a significant role in creating brand value. The study is useful for designers as well as marketers to gain competitive advantage by utilizing aesthetics. The study is a unique piece of paper which adds value to body of existing knowledge. .

Key Words: *Aesthetics, Brand Value, Designer Clothing Brands, Competitive advantage, Differentiated features.*

1. INTRODUCTION

People like to include aesthetics in every aspect of life so aesthetics involves in many persons routine life. Due to this element companies and organizations focus on aesthetics to create differentiation in products and make them successful. People prefer to get that product, which has differentiated features and attribute in comparison with its substitutes. One of the best ways to differentiate the product is the use of aesthetics. Brand value is the premium value that a company realizes from a product with a recognizable name as compared to its generic equivalent. Companies can create brand value for their products by making them memorable, easily recognizable and superior in quality and reliability.

At present, product range and technology stimulates the decisions of consumers in all sectors. People stroll through whole market to get maximum benefit from each product. Simply, consumers want to get an advantageous product or service. People prefer to get that product, which has differentiated features and attributes in comparison with its substitutes. One of the best ways to differentiate the product is the use of aesthetics. In this regard, visual design element is one of the significant factors influencing consumer perceptions (Van Rompay et al., 2012).

People like to include aesthetics in every aspect of life so aesthetics involves in many persons routine life (Magala, 2007). Due to this element companies and organizations focus on aesthetics to create differentiation in products and make them successful.

Research on aesthetics began in the 18th century. Alexander Gottlieb Baumgarten, who is considered the founder of the aesthetics section as a system of separate branch of philosophical thought, defines aesthetics as a theory of beauty and the sensible knowledge theory (Wessell, 1972). Studies on research aesthetics market began in the second half of the 20th century. Holbrook (1980) noted that a theoretical framework was needed to discuss the aesthetic

consumption, while Beardsley (1969) stated that aesthetic experiences and aesthetic values are linked to emotional reactions. Charters (2006) made a distinction between the aesthetic and cosmetic use. In addition, Join (1995) explained that product design is related to cosmetic components.

Brands, representing organic growth and acquisitions, they have to generate revenue, profits and net profits to make viable business. The ability to generate financial results is based on the value of the center mark and power. It is because of this value and the power that brands should be supported. Level of value and power are different for different brands. All brands are designed to be large in terms of value and power. Some succeed and others do not.

An enormous research has already been available on visual arts, presentations, and brand value but limited research was found to focus on these both variables together. The present study was aimed to study the local designer clothing brands value in relation to aesthetics inspiration. Most Famous and economical brands were chosen for the study like Nishat Linen, Khaddi, Gul Ahmad.

Research Objectives and Significance

The present study was aimed to study the local designer clothing brands value in relation to aesthetics inspiration. Most Famous and economical brands were chosen for the study like Nishat Linen, Khaddi, Gul Ahmad. The objective of this paper was to analyze whether aesthetics plays a role in creating brand value. This paper also investigated that which clothing brand is more common in Pakistan in terms of aesthetics and brand value.

The research is a unique piece of paper which is beneficial for all designers and marketers. This attempt will be significant enough for local clothing designers to get feedback regarding their brands. This paper will be beneficial in order to measure how much aesthetics involved in styles, designs, presentation and display of different local brands. The results of this study will be significant in understanding the importance of philosophy as a dimension of marketing and as a business case.

2. RESEARCH METHODOLOGY

The paper reviewed the relevant literature on aesthetics and brand value with respect to local different brands. The present blend was dependent on an extensive review of available literature gathered from different brands databases and reports. This was a qualitative study which analyzed websites, reports and scholarly research papers. It was mainly based on secondary sources and interviews. Both electronic and print media were used to analyze the data. This qualitative study utilized open ended structured questionnaire as well to collect feedback from 30 female participants through telephonic and direct interviews who were working women based on the judgment that they are best involved in such type of purchases. Because of the phenomenological nature of current research, such limited sample size was sufficient to discover pertinent themes in the data (Garienheim, 2004). Purposive and snow-ball sampling techniques were used to collect the data. Gul Ahmad, Khaadi and Nishat Linen were chosen as targeted brands on the basis of the researcher's judgment that selected brands are in range of a middle class working women. Data was analyzed further through content analysis.

3. LITERATURE BACKGROUND

In a world where most customers have their basic needs met, it is necessary for any organization, regardless of the activity from industry, they realize that they can benefit from the use of aesthetics.

The term "aesthetic marketing" refers to the promotion of related products to contribute to the sensory experiences of organization products or identification mark (Roxana and Raluca, 2010).

Aesthetics in marketing, compared to other areas, refers to the structural and aesthetic reference of an organization or a brand, working together. Although some consumer perceptions are direct, others are cognitively mediated. Satisfaction may be given by the intrinsic qualities of the product and the structural features and aesthetic meanings conveyed by the image of an organization or a brand as well.

Today, the role of aesthetics in a business is a major element of differentiation, which presented the activity, comes from society. In addition, the success of many companies in competitive markets is not only for high quality products or services, but also the use of aesthetics. In all areas of differences between companies varying success, that are observable on the overall look of the production areas, the image of the company, its logo and website, followed by the exterior design. So front windows, the store entrance, floor system and lighting, uniforms for workers and ending with a healthy and olfactory environment. In short, the aesthetic of the store is very important, especially to differentiate the main differentiator of its main competitors (Roxana and Raluca, 2010).

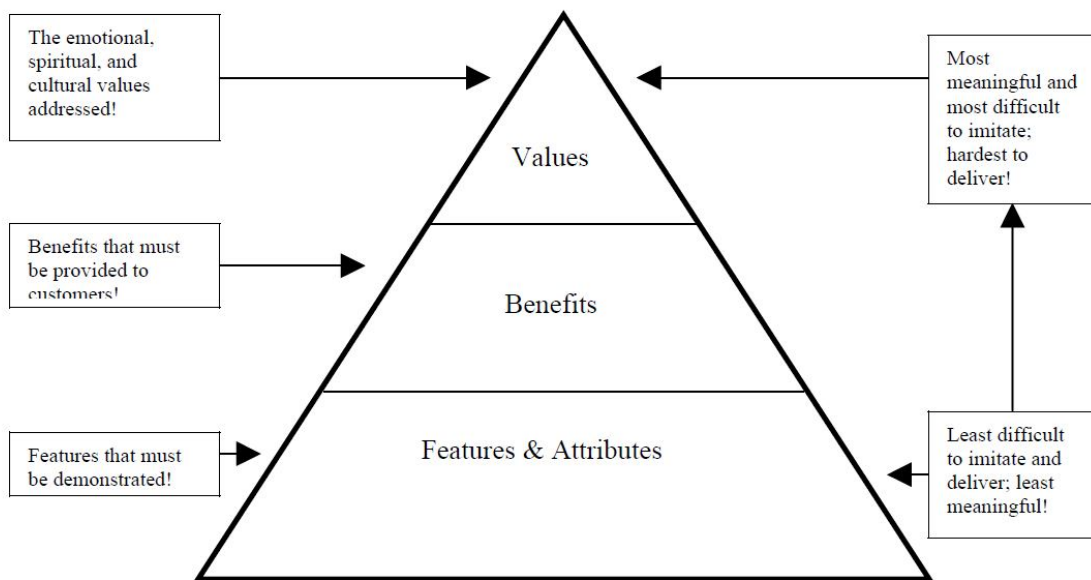
Aesthetics, one of the most significant ways to make special world, is the art of creating reactions without words and communicate through the senses (Newkirk and Crainer, 2003). In today's world, many people are concerned about the symbolic value of the product in more detail (Goldsmith et al., 2010). The aesthetic value of products linked to consumer, if a product design includes design properties such as color, shape, etc. (Blijlevens et al., 2012). Affective and sensory dimensions of cognitive and aesthetic responses to involuntary physical response work together (Value, 1999). Bloch (1995) explained that the shape of the product generates psychological responses, including cognitive and emotional content. These psychological reactions also cause behavioral responses which indirectly lead to behavioral responses. Therefore, merchants use the aesthetics of the product as a competitive tool for differentiation (Cox and Cox, 2002).

Concept of aesthetics contributes to the success of companies and brands (Rompay and Pruyun, 2011). In terms of strategic pricing, which allows businesses to benefit more than allow them to determine the highest price (Kristensen et al., 2012).

Brands are definitely for originators expressions. Organizations invest a lot of time and money analyzing markets, competitors, customers, and themselves to position their brands to competitive advantage and to communicate and manage effectively. Employees are trained to understand the intentions and communicate to stakeholders, while interested parties, in turn, are bombarded with marketing messages (hopefully) with the support of organizational behavior that convinces them to see the required brand. However, insofar as the meanings of the brand are

developed, expanded, and often change from interested parties, brands are larger than the intentions of its originator. As per the researchers, consumers use the brands for purposes that are activated. So the intention of the mechanism, such as art, applies to all stakeholders of the brand, not just its creators(Abimbola, et al, 2012).

To achieve a high level of brands' value, managers and marketing worked to create the best image in the mind of consumers. With the growing importance of brand management, they became more and more convinced that the true value of the brand is driven by how expensive the consumer to maintain themselves a certain brand. The image of the brand resulted in brand value as more consumers get ready to purchase it(Ahsan, 2016).Figure-1 shows the brand management pyramid.



Source: "Brand Asset Management" by Scot M. Davis

Figure-1: Brand Value Pyramid

In this context, this study examined the relationship between the value of aesthetic sensibility and brand of the product. People want to get value for money. Price sensitivity is one of the biggest sellers in the concept of the real world. Price sensitivity provides new ways for administrators on how to approach the consumer (Goldsmith et al, 2010). The concept of price sensitivity refers to changes in consumer demand in the event of price fluctuations (Low et al., 2013). Social conditions and hedonic may make consumers less price sensitive than non-social and functional (Wakefield and Inman, 2003). Brand value mainly depends upon the benefits, features and attributes while aesthetics is all about emotion, pleasure and beauty. Based on literature Review, following Framework was used.

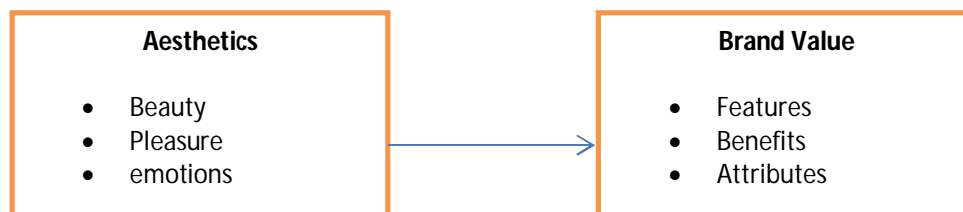


Figure-2 Theoretical Framework

Famous local brands are now analyzed one by one on above model through secondary sources.

Nishat Linen

Nishat Linen is the famous Women Clothing Brand in Pakistan. The brand is responsible for putting forth clothing that represents consumer's taste. It addresses all the three elements of aesthetics which are Beauty, Pleasure, and Taste (Retrieved from <http://lahorecafe.pk/fashion/nishat-linen-the-fabric-of-pakistan-summer-collection-ii-2016>).

If we talk about dress collections and their attitude towards a woman, it is really not normal. The women always try to find something new to wear and companies try to print a new design. One of the best examples is the fabric Pakistan Nishat Apparel Summer and winter Collections which are completely different and unique in styles.

Every season calls for a new touch of color and design in relation to the election of women. The same mentality fabric Nishat Apparel, takes now. The main reason for this practice is that there are a lot of competitors in the market of Pakistan. Summer Collection of Nishat Linen is obviously not only collection available for women in Pakistan today. There are many other brands that get enough collection of duties in the dress because these brands are also attractive in appearance and easy to select. So they also get an equivalent share (Retrieved from <http://lahorecafe.pk/fashion/nishat-linen-the-fabric-of-pakistan-summer-collection-ii-2016>).

The elegant lawn is always an option for those who want to look different in many families at public occasions. Before any other brand got the best place in the web of the contest, Nishat Apparel Pakistan, who managed the launch of the summer 2016 collection for women who still love the taste of Pakistan. Nishat traditionally was not better in terms of design, but now, when it became the one having the highest brand value in Pakistan focused on attraction to buy clothes at reasonable prices and as a result fight against less cost advertising (Retrieved from <http://lahorecafe.pk/fashion/nishat-linen-the-fabric-of-pakistan-summer-collection-ii-2016>).

The cost of advertising of other brands in competition is high because they are new. The Google advertising campaign also shows the design of Nishat Apparel Summer Collection II 2016 and is the best way to sell online or at least awareness. Depending on the situation in different market, reasonable price, which is 3290 or more for the price of 3 suits, makes Nishat Apparel Collection Summer 2016 II approaching for customers in a way and competition in another.

Khaadi

Khaadi lawn collection is launched every year and can be purchased by all, because all the dresses are easily available in all good shops. Another way to buy these dresses to make purchases on the Internet. Consumers can also buy these beautiful dresses for online retailers. Khaadi fashion brand was introduced in 1998 and over time, becoming more and more popular

with each passing day. In an instant, this brand of clothing has become a rising star in those days, and move very quickly, and not only in Pakistan but also in the world. This collection consists of beautiful grass in the sexy and beautiful summer dresses that are recorded completely and flowers. All dresses are also fresh and beautiful colors. In the summer of 2016 all the dresses are elegant lawn and the latest fashion (Retrieved from <http://www.stylentips.com/khaadi-lawn-summer-collection-2014>).

Commanding the attention sleeved shirt, sleeves and half sleeves and be radiant Lambent his character and personality and make consumers feel radiant. It is believed that consumers remain impressed and they want to buy and use them as soon as possible when they laid eyes on the lawn dresses Khaadi. This brand always dressed according to the season and the needs of people. The strength of the brand is its ability to produce a variety of special and creative designers who always give priority to creativity and unique. The designers work in a studio equipped technologically and design all the dresses (Retrieved from <http://www.stylentips.com/khaadi-lawn-summer-collection-2014>).

At this time, all draws for summer dresses lawn Khaadi new, different and floral prints. Multi colors give the impression of a unique beauty. One can say that Khaadi lawn dresses 2016 collection of prints give high visibility and make room for the selection of the most suitable print grass perfectly exposed and revealed his identity. All fashion brand dresses also feature folk art Khaadi on some dresses. In a creative way, this famous brand brought the beauty of popular publications, which have never been seen before. 2016 lawn Khaadi says that our culture and the classical period are beautiful and impressive. This collection includes folk art with a breathtaking view. Folk art is a special collection of summer lawn Khaadi 2016, so that all fans are the most popular lawn impressions, because folk art held in Pakistan (Retrieved from <http://www.stylentips.com/khaadi-lawn-summer-collection-2014>).

Gul Ahmad

Gul Ahmed is a household name in Pakistan. As a brand, this represents the highest quality with the latest styles and steadily and successfully built the year of its brand value annually. Gul Ahmed Textile Mills achieved leadership on national and international markets on the basis of its quality products, the brand value and the unwavering loyalty of customers with an expanding network of retail with an international distribution network.

Gul Ahmed blisters in the winter season with dazzling and dynamic designs of digital cashmere, corduroy, Khaddar embroidery, Fancy and Normal Khaddar, pashminas, pashmina shawl, silk velvet, simple khaddar unique viscose and viscose. Consumers can take the track the season with fashion and find style, comfort and sealing tolerance. Women always know when the right appears before her fantasy of her wardrobe with fancy Autumn and Winter by Gul Ahmed (Retrieved from <http://dhatoday.com/gul-ahmed-winter-collection-2013>).

Gul Ahmed is considered a part of one of the most experienced significant as among the most established brands in the industry of Pakistan style. It was established on the sixty-two years earlier in 1953. This brand before, to close an easily recognizable name in the nation. At that point, later this brand oozes class fabrics and compounds the latest designs in the business sector. They give high quality fabric with the best plans each year. The downloaded latest build brand

Gul Ahmed summer 2016. Each collection plans are made in an innovative way in the amazing stuff. Gul Ahmed focuses on superior quality, brand value and customer loyalty. They have always been expanding its retail system in the country and have also set up global framework dispersion. This brand gives the layout style and impressive decision regarding design and stylish dress selection. Best of stores Gul Ahmed is that, it not only takes into account the local market, but at the same time is equally receptive to its global customers. Consumers can organize anything from web site from all over the world and be transported at their doorstep in a short few days based on the separation of shipping and subtle elements (Retrieved from <http://dhatoday.com/gul-ahmed-winter-collection-2013>).

This brand has just continues to grow more and more notoriety for every year that passes. It is a fact worthy of confidence that this brand has become the main trend for men and women there. Assortments offered by Gul Ahmed incorporates grass, chiffon, silk, khaddar, Lathachairmain, chambray, heavy cotton, intermittent wear, garments, readymade garments, designer accumulations, G Women G Ready, a clothing line men burned It integrates seamless shalwarkameez clothing and night , and thus be focused collection. Gul Ahmed summer dresses 2016 showcases a lot of delicious and surprising shading combine's blend. It has differentiated exposure dynamite prints fused with energetic and enthusiastic tones. It can be installed in both long and short-sleeved shirts after so they seem to be in fashion today.

To quench the thirst of its customer's style, this brand has just reported the volume of new accumulation main sorting line 2016. This cutting edge contours ageless, but are brilliantly exotic and very exquisite and fully renaissance highlights. This brand has always made every effort to accommodate women of all ages with their conifer plans, styles and examples. Gul Ahmed is in the running for the best and most extravagant accumulations that are distributed each season and consistent with other big names in the fashion industry. Gul Ahmed range of year offers clothes really incomprehensible decision that broadens customers worldwide. They give the infinite extension that helps customers choose the dress according to the occasion they plan to go. The measure differs from easily treatable formal dresses.

Gul Ahmed gives all sorts of things to use. All prints are elegantly presented with a respectable fabric and appearance of good taste. Above configuration and quality, they also offer a wide range of values. There are some amazing dresses superior quality that are also controlled from the most valued fabric, however, which is fully justified, despite all the problems. Cost of printed collection starts from Rs 1900 and extends to 3500. The cost for the wovencollection starts from Rs 4000 to Rs 7000. The scope is pretty agile and constant. The tones used in the final accumulation of spring 2016 are the latest shades of 2016. These tones are so striking and attractive that no purchase objects (Retrieved from <http://dhatoday.com/gul-ahmed-winter-collection-2013>).

They also offer individually printed shirt and two printed pieces and woven garments. These two alternatives are best for the girls from school and college and are a very fair value; where they put successively shirts that are from Rs 900 Rs 1000. The three pieces include dresses grass or gauze shirt, dupatta 2.5 meters and there shalwar dresses that are part of the fabric woven together and neck too. The dresses also include the work of the band, the print style and part of the planning as well. Three pieces dresses are beautifully designed for women of all age's

clusters. Even young women and middle-aged can take a piece shirts and dresses and two pieces. They have an exceptional range of ladies dresses for middle age as they like to use light dresses in the shade. Therefore, Gul Ahmed presented various lightweight packaging and outlines in the printing woven structure.

FINDINGS

Data was analyzed through content analysis. Main themes have been derived and analyzed. The results were as following.

Nishat Linen

12 of the respondents voted for the Nishat linen.

Pleasure and Brand Value

Data analysis showed that Nishat Linen provides aesthetic pleasure to its consumers as their design is never repeated. Secondly consumers can take any piece of cloth of any length of their requirement, no full suit is compulsory to buy. They have very fine quality. They have many branches nearby. Consumers feel pleasure due to its quality and fine fabric. Consumers feel pleasure as their colors are trendy and according to women taste. Nishat Linen mainly focuses on quality. One of the respondents, Sameera said that

“I always gift suits of Nishat to my friends and they like it much”

It is a big source of pleasure for females.

Emotions and Brand Value

Data analysis showed that Nishat linen take into account of emotional factor of aesthetics. According to the respondents, all others designs feel very common. But they have good designers which every time bring new freshness in life. As Nishat Suit is admirable by others so it touches the inner satisfaction of its consumers.

One of the respondents Marriam said that

“I feel comfortable and happy after wearing it. People always admire my dressing. My style and colors are prominent”.

Beauty and Brand Value

Nishat Linen attains the brand value due to beauty element of aesthetics as well. Their pret design is different from all others. They have unique stitching style as well as each year 6 volumes are issued to buy clothes so respondents have choice according to weather. They have very fine stitching styles which are unique from others. Their styles are different.

Respondents mainly said that their fabric and quality is awesome. They alert consumers with SMS service. Secondly discounts and offers are also open. Female are in the view that they wear dresses many times it never fades. It never loose color while washing. They have membership

which gives me 10% off every time they shop. They focus on prints and colors not on embroidery and accessories. In pret line, they focus on cuts and style rather than embellishments.

Khaadi

20 of the respondents voted for the Khaadi.

Pleasure and Brand Value

Data analysis showed that Khaadi is a source of pleasure as nice prints and different styles of this brand provide pleasure. The quality of stuff prints and designs add value to pleasure. The main source of pleasure for users of Khaadi is that it offers suits at reasonable prices. It is a main view point of respondents that it offers such suits that whenever there is any occasion and anyone can get a new dress just going to Khaadi for its unstitched or even stitched collection. Moreover it is a source of pleasure that it provides satisfaction towards fabric. Price is justifiable and everyone get appreciation from peers when wearing it.

Emotion and Brand Value

Khaadi affected emotional state of respondents because it is a feeling of satisfaction that everybody knows if some has worn branded clothes. It provides greater satisfaction and confidence to the respondents. They are in the view point that the colors and updated prints make them looking up to dated and the style makes it unique over others. It adds up to their beauty so it looks status symbol for them. One of the respondents, Zainab said that

“It adds up to the beauty, Status symbol. I always get appreciated by peers and colleagues. I feel proud and more confident when I’m wearing brands like khaadi”.

Beauty and Brand Value

Mainly respondents expressed their views that different style and prints of this brand provide grace in the clothes. Same reason that at reasonable prices they can have good clothes so they can buy more clothes and wear different clothes at different occasions which definitely become source of beauty for them.

Some of the respondents claimed that because the same kind of suits or even replicas are available these days at the same prices so as Khaadi which provides clothes that are available in every price range. Two piece suits are also available and three piece suits with embroidery are also available. Prints are good and embroideries are also good. In fact the pret wears they have started are different and unique. Its pret wear and unique stylish designs and prints make it differentiated from others. Durable Fabric, Unique prints and yes the specific styles of kurta makes it all unique and increase the beauty of the respondents.

Gul Ahmad

08 of the respondents voted for the Khaadi.

Pleasure and Brand Value

Mainly the respondents provided the view point that Gul Ahmad provides vast variety of designs from which selection is easy. It adds into pleasure of the consumers as it offers classy prints, quality fabric, and stylish embroidery. One of the respondents Ambreen said that

“I expect nice decent designs for dressing which they provide according to what’s in fashion. Through its design, its colors, its fabric and it also provides range of dresses in all seasons. We always see its new ranges in summers, winters on every Eid it comes with its festive collection for its customers”.

Emotion and Brand Value

Analysis showed that consumers feel satisfied with this brand. It is matched with the latest trends. One of the respondents Ismat said that

“It gives satisfaction and confidence since I need beauty along with uniqueness so this brand gives the satisfaction of mind through its beautiful embroidered wears, casuals and formals”.

Beauty and Brand Value

Data revealed that stylish designs and glamorous colors are sources of beauty. Maybe because people like what communities wear their brand. Their color schemes and designs are good source of beauty. Its uniqueness of design, its prints, gentle colors, and its fabric quality adds features to the beauty. These designs are unique from other brand’s designs. When people noticed anyone because of his/her fresh and cool looking’s, it gives a sense of achievement. Overall this brand adds value as its mid-price range variety gives superior value than the amount invested.

4. DISCUSSION AND CONCLUSION

Conclusion

The study was aimed to identify whether aesthetics involves in enhancing brand value or not. It is concluded that aesthetics plays a significant role in creating brand value. Above mentioned brands are providing variety not only in prints and colors but also provides wide range of different patterns. Especially Khaadi gives more satisfaction than others because of its affordable prices and quality of fabric. No doubt these brands enhance the beauty of any woman. They have different color schemes in their articles which give confidence to women of all ages by wearing these. Most of the times, these brands fulfill the desire and expectations which we are usually associated with them.

Discussion

The results proved that aesthetics is a main source playing role on creation of a brand value. Aesthetic clothing contributes to the quality of life and it is important for the study. In the broadest sense, is the aesthetics of the reaction of pleasure and satisfaction derived from human senses through experience sight, smell, touch, hearing and taste. When the study of aesthetics applies to clothing, the emphasis may be on the entire product, or the product interacts with the

other products in themselves or others who use the product, or the feeling of having a specific place and time. Dress aesthetics, it is how people choose to appear, and how they want, and others see in a given context (Marilyn, 2016).

Professional role is important to the aesthetics, such as design and manufacture of products or to create a niche for the consumer market into account. In a professional role, designers need a market for traders and consumers were able to buy what they store and sell. However, it is still in development, sale and purchase of consumer understanding of perspectives. The consumer must translate what in fashion in general is important, in particular, and may have difficulty predicting product satisfaction and how this relates to the purchase. Realizing the aesthetic response, designers can better understand critical product related to the culture and values of individuals and groups. Aesthetics is important to understand, because if the product design is not attractive, a few will only buy and use the product (Marilyn, 2016).

Current Research validated that Khaadi is a leading high street brand in the country and has won countless Lux Style award, the brand is more typical. Khaadi Pakistan can get consumers hands on. While Khaadi opened in 1998 with a cloth hand-woven, signature of the lawn was much later, but the induction was warmly embraced by all fans of the game. While Khaadi has gained strength in terms of brand value from time to time, but the designer this year left consumers a little disappointed. Here's the detailed description of the criteria lowdown on how they fared:

Quality

Khaadi lawn is undoubtedly one of the most beautiful refined lawns available in Pakistan. Its quality is impeccable. It is light, soft and airy and at the same time does not stick to the body. Best of Khaadi lawn is who manages to carry it through the day without wrinkling horribly. It is durable and able to stand firm while being permeable to air in the scorching heat of summer (Amin, 2016).

Design innovation

The design is the department where Khaadi disappointed somewhat this year. It is understood that the floral motifs evoke a sense of femininity simplistic and are a favorite among women, but it is only for the flowering can be supported in a collection. At a time when designers are experimenting with engravings - incorporating both geometric elements and figurines - Khaadi played very safe. And while some print and embroidery on the colors of the darkest blue cobalt and vegetables pallets were a very welcome inclusion, the range of pastel colors abounded greatly was boring. Overall, volume 1 impressions left consumers longing for Bandhini inspired last year very popular. Maybe that Volume 2 would be more interesting (Amin, 2016).

Value for money

There is something for all budgets holders. Khaadi presented PKR priced between 1800-6400; the collection includes a wide variety of options to meet their clothing needs. There are two packages (shirt and dupatta) rooms for those who like the twinning of their costumes with neutral backgrounds, three-piece suits with dupattas lawn for everyday use and four fully embroidered costume pieces with add-ons and dupattas gauze for more formal affair. However, Khaadi lawn is a good value for money (Amin, 2016).

Wow factor

Khaadi has always been one of the most anticipated lawns of the year and the price range is what pushes women into frenzy, year after year. The only thing that removes Khaadi surprise factor is common to become registered. The volumes are high and given the popularity, there is a 90%

probability that it will collide with another woman wearing the same print, one day or another (Amin, 2016).

Aesthetic involves understanding the value. Pleasure can be found dressed in recognition of good design, or even make a philosophical question: "What is beauty". A person with a pleasant experience, one can simply yell "Wow", without being aware. How and why an aesthetic experience took place. Ideally, aesthetics can participate in the examination of the grounds of the peak experiences and how they relate to what is valued. For critical media and they know the cause of one of the experiments with the dress. Participation in the discussion of aesthetic criteria is to explore the patterns and characteristics of the clothes that give it meaning. Result appreciates the richness and complexity of the aesthetics of dress (Marilyn, 2016).

Limitations and Associated Opportunities for Future Research

The research is qualitative in nature and is based on literature available in relation with brand value and aesthetics philosophy. It is mainly based on local brands. Future research can be conducted to make a comparison of each city with in the region of Pakistan. Quantitative research can also be conducted to make comparison of each dimension of aesthetics with respect to brand value. Because of the phenomenological nature of the study, a small sample size was employed. To further add rigor to the results, a similar study can be replicated based on larger sample sizes. Women were mainly the sample which was a major limitation. In future males and kids can also be included in sample.

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