

# 5466p

*by* Dr. Md. Shamim Hossain

---

**Submission date:** 16-Apr-2023 06:07PM (UTC-0400)

**Submission ID:** 2066247888

**File name:** 5466.docx (804.99K)

**Word count:** 4691

**Character count:** 27392

# Exploring the Expansion of River Island's Market Share and Enhancement of Brand Values for the Next Generation

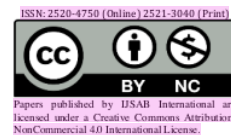
Li Le, Noor Azlin Ismail, Er Sheng Zhang, Yang Yang Zhang, & Li Yongfa

## Abstract

This report aims to explore the current trends and critical issues facing River Island, a fashion clothing brand, and provide recommendations for their development in the next generation. The study includes a critical evaluation of the target customer value and strategies to achieve increased market share and enhanced brand values for the upcoming year 2024. The report utilizes TOWS analysis to assess both the internal and external marketing environment of River Island, followed by the use of brand equity models to increase customer satisfaction and expand into new markets such as children's clothing. The Ansoff marketing matrix is also employed to analyze how River Island can maintain sustainable values in the future. Finally, the report focuses on marketing mix strategies, including the 4P's (Product, Price, Place, and Promotion), to produce sustainable, strategic, and competitive advantages for River Island's products. Overall, the report provides insights into how River Island can continue to grow and succeed in the highly competitive fashion industry, while maintaining its core values and unique brand personality.



IJSB  
Accepted xx March 2023  
Published xx Month 2023  
DOI: 10.58970/IJSB.pdf



**Keywords:** TOWS Analysis, Customer Value, Marketing Matrix, sustainable development, River Island's Market Share.

**Li Le**, PhD Candidate, The School of Economics and Management (School of Management in Universiti Putra Malaysia) Anhui Institute of Information Technology, The School of Management and Engineering, WuHu, Anhui Province, 241000, China.

**Noor Azlin Ismail (Corresponding author)**, Department of Management and Marketing, Faculty of Economics and Management, Universiti Putra Malaysia, Malaysia.

**Er Sheng Zhang**, Anhui Institute of Information Technology, The School of Management and Engineering, WuHu, Anhui Province, 241000, China.

**Yang Yang Zhang**, School of Education, University of Nottingham, (The School of Liberal Studies and Foreign Languages, Anhui Institute of Information Technology, Wuhu, Anhui Province, 241000, China).

**Li Yongfa**, School of Business Administration, Anhui University of Finance and Economics, Bengbu, Anhui, 233000, China

## Introduction

River Island is a well-known fashion clothing brand that has been operating for over 70 years (Tonti, 2023). It has established a strong presence in the UK and other countries worldwide (Lea-Greenwood, 1993). However, with the fast-paced changes in the fashion industry and the emergence of new competitors, River Island needs to continually improve its brand values and market share to stay relevant in the marketplace. River Island is a renowned international high street fashion brand that has gained popularity due to its dynamic and ever-changing fashion trends (RI, 2017). The company's current focus is on the "generation next," specifically on the year 2024 (RI, 2017). River Island targets its branding towards customers aged 18 to 35 and aims to maintain a close relationship with the brand values of its previous generation to retain its competitive advantage in the market (RI, 2017). The ultimate goal of the company's marketing activities is to provide valuable information to customers, partners, and stakeholders (Jobber, 2009). This critical analysis report aims to assess River Island's marketing strategy and provide recommendations on how to sustain customer value in the next generation. The report is divided into three sections, including a situational accuracy analysis of the strategic marketing direction based on the competitor environment using the TOWS analysis in the first section (Wehrich, 1982). The second section focuses on critical analysis of River Island's marketing strategy, building new marketing objectives, and recommending how to achieve them. The third section establishes an appropriate marketing strategy and planning for River Island, based on the development and analysis of its competitive advantages to produce sustainable growth and expand into new markets by achieving its marketing mix in different countries.

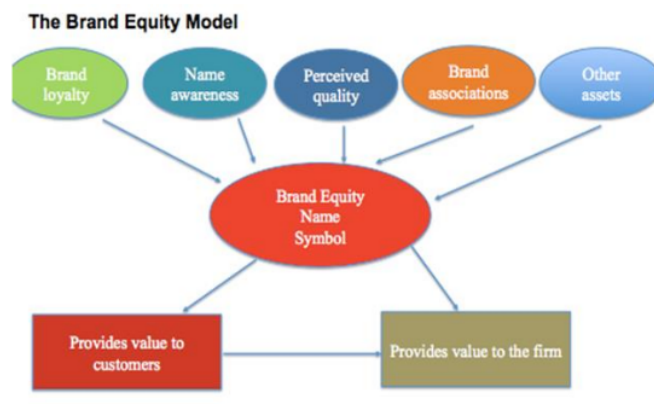
The purpose of this report is to provide insights into the critical issues facing River Island and how the brand can improve its market position and appeal to the next generation of consumers. In the first section of this report, we will discuss the current trends in the fashion industry and the challenges faced by River Island. We will also examine the target customer value and the strategies needed to achieve increased market share and brand value. Furthermore, we will analyze the internal and external marketing environment of River Island using TOWS analysis to identify strengths, weaknesses, opportunities, and threats. In the second section, we will use brand equity models to increase customer satisfaction and expand into new markets, such as children's clothing. We will also utilize the Ansoff marketing matrix to analyze how River Island can maintain its sustainable values in the future. Finally, the report will focus on the marketing mix strategies, including the 4P's, to produce sustainable, strategic, and competitive advantages for River Island's products. We will provide recommendations on how to achieve marketing objectives and generate a more personalized design for affordable prices. Overall, this report aims to provide comprehensive insights into how River Island can improve its market position, brand value, and customer satisfaction, and appeal to the next generation of consumers.

## The River Islands Situational Analysis

The River Islands situational analysis involves examining the current internal and external factors that affect the company's operations and its ability to compete effectively in the fashion retail industry. Some of the critical areas to consider in the analysis include the company's strengths, weaknesses, opportunities, and threats (SWOT analysis). A SWOT analysis can help the company identify the areas where it needs to improve and the potential opportunities it can leverage to grow and expand its market share (Nasir et al., 2022). Another crucial factor to consider in the situational analysis is the competition in the market (Voukkali & Zorpas, 2022). The fashion retail industry is highly competitive, and River Island faces competition from both local and international brands such as H&M, Zara, Topshop, and ASOS. An analysis of the

competition can help the company identify the key players and their strategies, strengths, and weaknesses, which can inform River Island's strategic decision-making. The situational analysis should also focus on the macro-environmental factors that affect the industry's operations, including economic, political, social, technological, environmental, and legal factors (PESTEL analysis). For example, economic factors such as changes in consumer spending habits and inflation rates can significantly affect the demand for fashion retail products. On the other hand, technological advancements such as e-commerce platforms and social media platforms can create new opportunities for companies to reach and engage with customers.

The analysis should also examine the company's target market, which is young people aged between 18-35 years. The target market's characteristics, needs, preferences, and behavior can inform River Island's marketing strategies and help the company develop products that meet their needs effectively. Moreover, the analysis can identify potential gaps in the market that River Island can leverage to gain a competitive advantage. Overall, the situational analysis of River Island is critical for the company to develop a strategic marketing plan that addresses the company's strengths, weaknesses, opportunities, and threats, identifies potential gaps in the market, and leverages the macro-environmental factors to grow and expand the company's market share.



**Figure1:** The Brand Equity Model

The market plays a significant role in shaping the process of society's business activities (Nasir et al., 2022). In particular, it facilitates the establishment of business communication systems that create and share relevant product and price information among stakeholders (Jobber, 2009). This information exchange helps organizations build an appropriate marketing strategy that adapts to changing business generations. River Island is one of the most renowned high street fashion brands in the UK, founded in 1948. The brand targets young people as its primary customers, with a focus on high street fashion clothes retail (RI, 2017). In this regard, River Island has built its reputation on providing fashionable and trendy clothing to a younger generation.

This study aims to analyze the brand values of River Island and how they impact different areas. To achieve this, we will employ brand equity models that focus on brand loyalty and awareness, helping to analyze the strategic alignment of River Island in providing sustainable value to its customers (Aaker, 1991). Although River Island is a young fashion clothing brand, its brand values reflect symbols that are relevant to the customer's fashion style and personality. These

values help customers make better decisions when purchasing clothing (Aaker, 1991). River Island aims to lead and assist customers in finding their unique fashion clothing style, thus distinguishing itself from competitors such as H&M and Zara.

H&M and Zara have good suppliers and fundamental factories that can meet customers' needs. However, their clothing designs cater to basic styles for young customers, failing to satisfy the customers' psychological needs in purchasing (Aaker, 1991). In contrast, River Island's brand equity models offer customers a unique and personalized shopping experience, thereby retaining customers in the long run. To achieve sustainable development, River Island must critically analyze its strategic marketing direction based on its competitor's environment. The first step in this direction is to conduct a situational analysis using the TOWS analysis framework on the current internal marketing of River Island (Wehrich, 1982). A situational analysis helps identify the competition's strategic marketing activities and establish a successful strategic alignment that provides sustainable value to River Island's customers. The second section of this report will focus on the critical analysis of River Island's marketing strategy, highlighting how to build new marketing objectives and recommending ways to achieve these objectives in the next generation. The third section will focus on establishing an appropriate marketing strategy and planning for River Island. Based on the competitive advantages of River Island, the marketing strategy and planning activity will aim to produce sustainable and expandable market mixes in different countries. In conclusion, the market plays a crucial role in shaping society's business activities, facilitating the exchange of relevant information among stakeholders. River Island, as one of the most famous high street fashion brands in the UK, has built a reputation for providing fashionable and trendy clothing to young customers. The brand's values reflect symbols that align with customers' fashion styles and personalities, helping them make better purchasing decisions. To ensure sustainable development, River Island must critically analyze its strategic marketing direction, establish new marketing objectives, and develop an appropriate marketing strategy and planning activity. By doing so, River Island can provide sustainable and expandable market mixes in different countries, thereby retaining its customers in the long run.

### **Competitor Analysis: Understanding River Island's Positioning in the Market**

In the fashion clothing retail industry, many different brands compete to meet customers' needs (Papadopoulou et al., 2022). Among them, River Island is one of the leading brands for young female customers. However, the brand faces strong competition from H&M, Zara, and All Saints. While each brand has its own unique characteristics, River Island stands out in terms of its design styles that are more popular and fit for different types of customer groups. River Island has high sensitivity to fashion icons and is connected with the design of every season. For example, the brand's fashion icon style features insects graphics, lace, nude, military uniform style, which attracts young customers who are pursuing individual personality and character. The design and pattern of clothes link to some young customers' potential personalities, making it an important reason for young customers to purchase high street fashion clothing from River Island (Mintel, 2016).

### **SWOT Analysis Framework for River Island:**

To get a better understanding of River Island's competitive position in the market, we can use the SWOT analysis framework to examine the brand's internal strengths, weaknesses, external opportunities, and threats.

#### **Internal Strengths:**

- High sensitivity to fashion and popularity that suits customers' preferences.
- Special and more personalized products design.

Affordable prices for students, and some discount activities that are attractive to new customers.

**Weaknesses:**

Relatively weak brand awareness compared to other international brands like H&M and Zara.

Lack of international presence.

**External Opportunities:**

Increase relationships with young customers through effective communication.

Increase new services and products for customers.

Growing demand from baby or children customers.

Open up to potential customers in foreign countries (e.g., China).

**Threats:**

More expensive marketing and advertising costs to increase market share.

Rising costs of raw materials, financial capacity, cloth products' technological aspects, and recycling to keep green and sustainable development.

Growing competition and lower profitability (H&M and Zara).

In 2016, customer spending consumption on clothing in-sides rose only 1.8% (Intel, 2016). This is due to changes in customer buying behavior, with an increasing number of customers now shopping online. E-commerce and online shops have become more widely used by customers, changing traditional customer buying behavior, and providing River Island with an opportunity for business development. This strategic alignment has helped River Island increase its sales data for customers (Aaker, 1995). Therefore, it is important for River Island to maintain an online presence to remain competitive in the market.

**River Island's Marketing Objectives**

The following section outlines River Island's objectives for enhancing brand value and increasing market share. To achieve these goals, the marketing objectives for River Island must focus on sustaining and expanding its market value in the international fashion industry. River Island's competitive advantage lies in its affordable prices and good quality clothing. In addition, endorsements from celebrities like Rihanna have positively influenced customer motivation to shop at River Island (Intel, 2017). River Island's main target audience is young females aged 16-25, with a focus on providing them with unique and fashionable clothing styles. However, to explore and develop new potential markets, River Island can expand its customer base to include children. Therefore, the marketing objectives must be based on the SMART objectives rules for River Island's marketing development in the next time period. (i) To sustain market value, River Island aims to increase UK female customer satisfaction by 20% from April 2018 to July 2024, and improve its market share among the age range of 18-35, (ii) To expand its customer base, River Island aims to open two stores in the UK South areas and increase sales of children's clothing by 10% from July 2018 to January 2024, & (iii) to enter new markets, River Island aims to open a store in Shanghai, China's main area, and increase its market share by 2% among young customers aged 18-24 from June 2018 to January 2024 in the Shanghai fashion clothing market.

In conclusion, developing effective marketing objectives is crucial for the success of any business. In the case of River Island, it is essential to maintain sustainable market values and increase market share both nationally and internationally. The brand's affordability and good quality are their key advantages, and celebrity endorsements have proven to be effective in attracting young customers. While the brand's main focus is on the 16-25 age group, exploring potential markets in the children's clothing category is a promising new direction for the brand.

By following the SMART objectives rules, River Island can achieve its marketing goals in the next time period, including improving customer satisfaction, increasing sales, and expanding its presence in the international market.

### Marketing Strategy for River Island: An Analysis and Recommendations

Marketing objectives play a crucial role in the development of any business. For River Island, appropriate marketing objectives can help in the next generation's development and future business marketing goals (Aaker, 1995). In addition, marketing strategy aims to deliver marketing information and use appropriate efficiency methods to achieve marketing mix objectives. The Ansoff Matrix marketing strategy can be used to apply and achieve River Island's marketing objectives. The Ansoff Matrix includes analysis of existing markets and new markets (Ansoff, 1984). The first step in the analysis is to look at the existing markets. In the case of River Island, the UK market is the main focus. The main objective is to keep sustainable value and competitive advantage for the target customer, young people. The target customer is mainly focused on improving 18-24-year-old female customer satisfaction. Based on researched customer behavior psychology, women are natural shopaholics. When faced with an array of goods, even if the product is not useful for their basic needs, they will not hesitate to buy it. Shopping has evolved from meeting basic needs to becoming a woman's most enthusiastic leisure activity, and even a strong psychological need (Barone, 2000). Therefore, female customers are the primary target market for River Island's existing market.

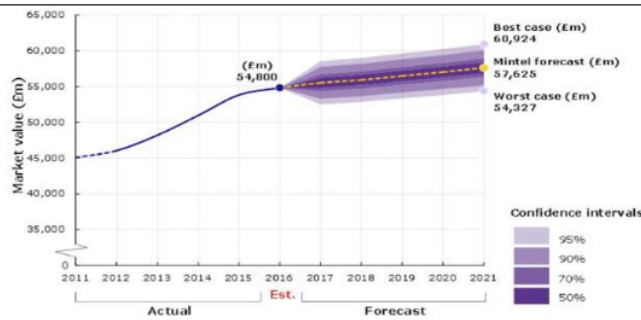


**Figure 2:** Ansoff Matrix

As young female customers always follow fashion and are influenced by celebrities in their purchasing decisions, River Island needs to ensure that every season has good and special designs and high-quality products that are attractive to more young customers. As the saying goes, "A woman's wardrobe is always lacking one dress." However, according to Mintel's latest consumer confidence tracker, young people are increasingly feeling the economic squeeze. One in four 16-24-year-olds described their financial situation in August 2013 as "tight - I am making ends meet, but only just" (Mintel, 2013). The purchasing power of young customers is affected by their income, and clothing consumption for high prices in every season is a barrier to young female customers' purchases. To address this, River Island needs to establish a loyalty card for customers, such as when they buy three clothes and get one new season's clothing with a 30% discount voucher. This marketing strategy can help increase market penetration for

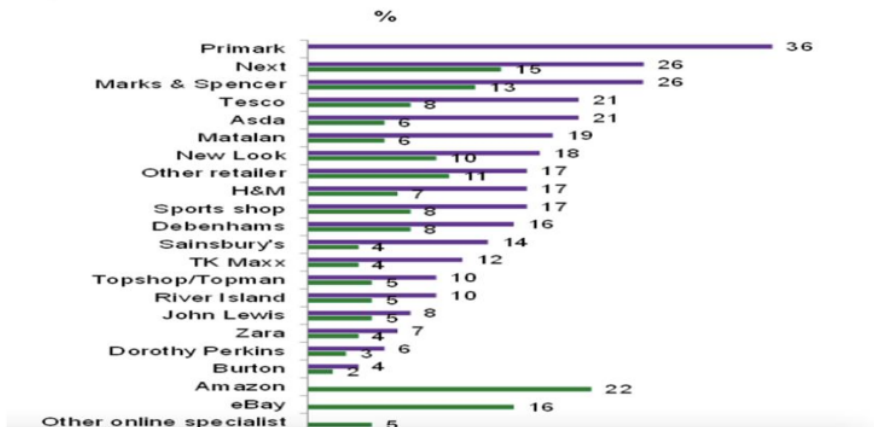
1  
fashion clothes markets. Good design and high quality can keep sustainable brand value in the next generation. Creating brand loyalty can also motivate more customers to shop at River Island. Opening new online stores in the UK is a 10 a critical strategy for River Island. Customer consumption habits have changed over the last ten years (Baker, 2012). PayPal and Alipay have become more popular patterns of payment in the 21st century. In Europe and the United States, PayPal and debit cards are used 70% and 39%, respectively (Mintel, 2017). Therefore, PayPal is the most important pattern of payment, as it offers convenience when customers shop online. Opening online stores can reduce in-store costs and is a good marketing strategy for customers who prefer to shop online as it provides more convenience.

7  
**Figure 3: Best-and Worst-Case Forecast for Consumer Spending on Clothing and Accessories (Incl. VAT), 2011-21**



After the financial crisis, many fashion clothing brands focused on keeping their businesses sustainable and developing. For River Island, maintaining brand values is key to its sustainability and development. Specifically, creating new positive brand images and focusing on social and moral responsibility (Christensen, 2003) can help. For example, River Island can focus on the children's clothing market. Fashion clothing replaces quickly, and brands need to find ways to solve the style and fashion clothes issue. To reduce the cost of using too much inventory, many fashion clothing brands have launched old clothes recycling green sustainable development strategies that enhance brand awareness and social moral responsibility. River Island can improve its corporate social responsibility by collecting 5,000 old clothes every year.

From which, if any, of these retailers have you bought clothing for yourself 'uring the last 12 months in-store or online?'



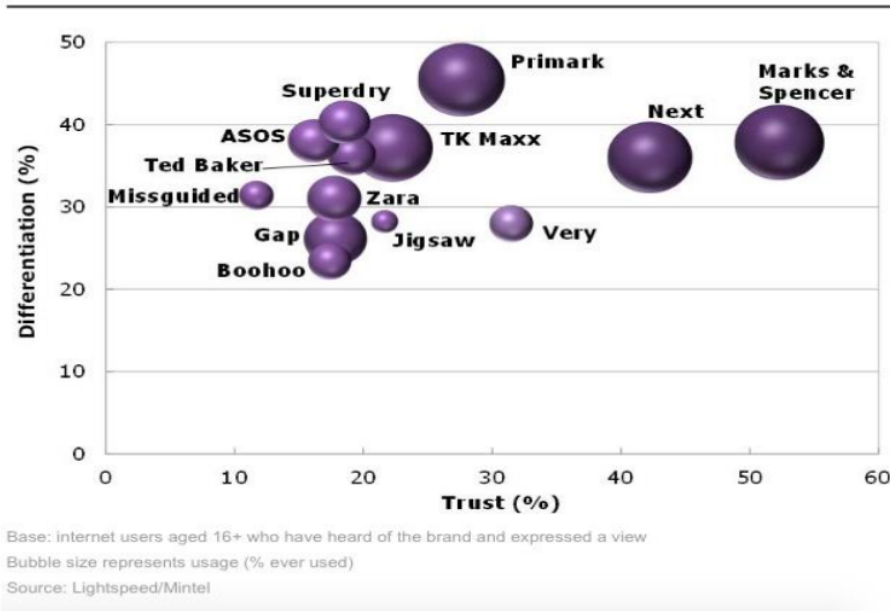


To conclude, the marketing strategy for River Island involves using appropriate methods to achieve marketing mix objectives and applying the Ansoff Matrix marketing strategy to analyze existing markets and new markets. For existing markets, River Island needs to focus on keeping sustainable value and competitive advantage for the target customer, which is young women. However, the economic squeeze faced by young people and their limited purchasing power need to be taken into consideration. To overcome this, River Island can establish a loyalty card program to increase market penetration and brand loyalty. Opening new online stores in the UK can also reduce in-stores costs and provide more convenience for customers. River Island can also focus on the children's clothing market to increase brand value and social responsibility by launching old clothes recycling green sustainable development strategy. These marketing strategies can help River Island achieve its marketing objectives and sustain its brand value in the next generation.

### **STP Analysis for River Island**

Segmentation, targeting, and positioning are crucial aspects of any marketing strategy, and River Island should also adopt them to maintain sustainable growth in various markets (Arnould, 2005). The segmentation approach for River Island should focus on 18-24-year-old female customers with a lower income and university students, who seek trendy and fashionable clothing (Danneels, 1996). To attract this customer group, River Island could offer special discounts for students shopping in stores or online and design unique products based on their specific needs to gain market share in the UK market. In terms of targeting, the Ansoff marketing strategy model suggests that River Island should focus on expanding its reach to the Chinese market (H&M, ZARA, and Top Shop are already present). Since Chinese customers prefer personalized and unique designs, River Island can leverage its traditional UK design and high-quality products to gain a significant share in the Chinese market. In terms of the marketing mix, River Island needs to focus on its pricing, products, promotion, and place to achieve its marketing objectives (Galea, 2006). To increase customer satisfaction by 20% from 2018 to 2024, River Island needs to maintain its special discounts for young customers in stores and online. The brand can also introduce creative and unique designs for children's clothing to attract more customers, while also promoting its corporate social responsibility by supporting children recycling and offering discounts for shopping at River Island. In terms of promotion, River Island can use special activities and discounts for young customers on Valentine's Day and support philanthropy to enhance its positive image. As for products, River Island should focus on catering to the 18-26 young female target group by keeping up with fashion trends and providing high customer satisfaction products. The brand can also hire more designers and developers to improve its technology aspect. Regarding the place, River Island should open more retail stores in different locations, with two stores in the UK south areas and a new market in Shanghai (Gao et al., 2019). However, it needs to gather data and materials to develop marketing strategies suitable for different markets with different fashion tastes. In China, for example, River Island needs to collaborate with E-commerce and offer a partnership with Taobao to achieve its target of enhancing its marketing share in Shanghai by 2% between June 2018 and January 2024.

Figure 4: : ATTITUDES TOWARDS AND USAGE OF SELECTED BRANDS, JANUARY-AUGUST 2016



In conclusion, River Island's marketing strategy should include segmentation, targeting, and positioning, as well as a focus on the marketing mix to achieve its objectives. It should cater to its target group's specific needs and preferences and focus on maintaining affordable pricing, promoting corporate social responsibility, and improving product design and quality. By opening more retail stores and partnering with E-commerce platforms, River Island can expand its reach and increase its market share in different locations.

### Applications

The theoretical applications of this study include: (i) Advancing the understanding of brand equity and its role in enhancing customer satisfaction and increasing market share. (ii) Exploring the use of TOWS analysis as a strategic tool to assess both the internal and external marketing environment of a company. (iii) Applying the Ansoff marketing matrix to analyze how a company can maintain sustainable values in the future. (iv) Providing insights into effective marketing mix strategies, including the 4P's, to produce sustainable, strategic, and competitive advantages for a company's products. (v) Identifying the importance of segmenting and positioning a company's target customers to achieve growth and success in the highly competitive fashion industry.

The practical applications of this study include: (i) Providing River Island with specific recommendations to enhance its brand values and increase market share in the next generation. (ii) Helping River Island to understand its target customer value and develop effective strategies to meet their needs and wants. (iii) Offering insights into how River Island can expand into new markets, such as children's clothing, to diversify its product offerings and increase revenue streams. (iv) Identifying potential challenges and opportunities that River Island may face in the highly competitive fashion industry, and suggesting ways to address them, and (v) Providing River Island with a framework for strategic decision-making and

marketing planning that can help the company achieve sustainable growth and success in the future.

### **Conclusion:**

In conclusion, River Island is a successful fashion clothing brand that has made a name for itself in the highly competitive fashion industry. The brand has established itself with unique personality, core values, and a strong brand equity that resonate with its customers. This report has provided an in-depth analysis of the critical issues facing River Island and offered recommendations to enhance its brand values and expand its market share. Through TOWS analysis, the report identified the strengths, weaknesses, opportunities, and threats to River Island's marketing environment, which are essential in developing effective strategies. The Ansoff matrix highlighted the different growth strategies that the brand can pursue to maintain its sustainable values, such as diversification and market penetration. The report also identified the 4P's marketing mix strategies that River Island can utilize to achieve a competitive advantage, such as offering high-quality products at a fair price and promoting them through effective communication channels. Furthermore, the report identified three marketing objectives for River Island, including expanding into new markets such as children's clothing, increasing customer satisfaction, and establishing an online presence. To achieve these objectives, the report recommended segmentation and positioning analysis, which will help the brand to understand its target customers better, create personalized marketing campaigns, and establish a strong brand image. Overall, the report provides insights and recommendations that will enable River Island to continue to grow, expand its market share, and enhance its brand values for the next generation. River Island can leverage its unique brand personality, core values, and brand equity to stay ahead of the competition while maintaining a sustainable business model. By implementing the recommendations provided in this report, River Island will be able to keep up with the ever-changing market and remain relevant to its customers in the future.

### **Acknowledgment**

*This paper by 2021 Provincial Quality Engineering Project Offline Course "Strategic Management" (Project Number : 2021xxkc082)*

### **References**

- Aaker, D. A. (1991). *Managing brand equity*. New York: The Free Press.
- Aaker, D. A. (1995). *Strategic market management* (4th ed.). New York: Wiley.
- Ansoff matrix template and professional matrix software. (2017). Retrieved January 25, 2017, from <https://www.edrawsoft.com/ansoff-matrix.php>
- Ansoff, H. I. (1984). *Implanting strategic management*. London: Prentice Hall.
- Arnould, E. J., & Thompson, C. J. (2005). Consumer culture theory (CCT): Twenty years of research. *Journal of Consumer Research*, 31(4), 868-882.
- Baker, M. J. (2012). *Marketing strategy and management* (12th ed.). London: Macmillan.
- Barnes, S. J., Bauer, H. H., Neumann, M. M., & Huber, F. (2007). Segmenting cyberspace: A customer typology for the internet. *European Journal of Marketing*, 41(1/2), 71-93.
- Barone, M. J., Miyazaki, A. D., & Taylor, K. A. (2000). The influence of case-related marketing on consumer choice: Does one good turn deserve another? *Journal of Academy of Marketing Science*, 28(2), 248-262.
- Christensen, C. M., & Raynor, M. E. (2003). *The innovator's solution: Creating and sustaining successful growth*. Boston, MA: Harvard Business School Press.
- Christensen, C., & Bower, J. (1996). Customer power, strategic investment and the failure of leading firms. *Strategic Management Journal*, 17(3), 197-218.

- Danneels, E. (1996). Market segmentation: Normative model versus business reality. *European Journal of Marketing*, 30(6), 36-51.
- Galea, C. (2006, May). What customers really want. *Sales & Marketing Management*, 11.
- Grande, C. (2007, February 20). Ethical consumption makes mark on branding. *Financial Times*, p. 24.
- Jobber, D., & Fahy, J. (2009). *Foundations of marketing* (3rd ed.). Maidenhead: McGraw-Hill Higher Education.
- Lea-Greenwood, G. (1993). River Island Clothing Co.: A case study on changing an image. *International Journal of Retail & Distribution Management*, 21(3).
- Mintel. (2016). Cloth retailer. Retrieved from <http://academic.mintel.com.ezproxy.derby.ac.uk/display/683772/?highlight>
- Mintel. (2017). Retrieved from <http://academic.mintel.com.ezproxy.derby.ac.uk/display/683772/?hlight>
- Nasir, M., Aziz, M. A., Zubair, M., Manzar, M. S., Ashraf, N., Mu'azu, N. D., & Al-Harhi, M. A. (2022). Recent review on synthesis, evaluation, and SWOT analysis of nanostructured cellulose in construction applications. *Journal of Building Engineering*, 46, 103747.
- Papadopoulou, M., Papasolomou, I., & Thrassou, A. (2022). Exploring the level of sustainability awareness among consumers within the fast-fashion clothing industry: a dual business and consumer perspective. *Competitiveness Review: An International Business Journal*, 32(3), 350-375.
- River Island. (2017). Fashion clothing for women-men boys and girls. Retrieved from <http://www.riverisland.com/>
- Tonti, L. (2023). *Sundressed: Natural Fabrics and the Future of Clothing*. Island Press.
- Voukkali, I., & Zorpas, A. A. (2022). Evaluation of urban metabolism assessment methods through SWOT analysis and analytical hierocracy process. *Science of the Total Environment*, 807, 150700.
- Wehrich, H. (1982). The TOWS matrix: A tool for situational analysis. *Long Range Planning*, 15(2), 54-66. doi:10.1016/0024-6301(82)90102-0.

#### Cite this article:

**Li Le, Noor Azlin Ismail, Er Sheng Zhang, Yang Yang Zhang, & Li Yongfa** (2023). Exploring the Expansion of River Island's Market Share and Enhancement of Brand Values for the Next Generation. *International Journal of Science and Business*, 22(1), 1-xx. doi: <https://doi.org/10.58970/IJSB.pdf>

Retrieved from <http://ijsab.com/wp-content/uploads/5466.pdf>

## Published by

**IJSAB**  
International



## ORIGINALITY REPORT

17%

SIMILARITY INDEX

8%

INTERNET SOURCES

2%

PUBLICATIONS

11%

STUDENT PAPERS

## PRIMARY SOURCES

1	Submitted to University of Derby Student Paper	9%
2	ijsab.com Internet Source	4%
3	Submitted to University of Portsmouth Student Paper	1%
4	www.coursehero.com Internet Source	1%
5	Baines, Paul, Antonetti, Paolo, Rosengren, Sara. "Marketing", Marketing, 2022 Publication	<1%
6	West, Douglas, Ford, John, Ibrahim, Essam. "Strategic Marketing", Strategic Marketing, 2022 Publication	<1%
7	store.mintel.com Internet Source	<1%
8	www.ijsr.net Internet Source	<1%

9	<a href="http://www.francis-press.com">www.francis-press.com</a> Internet Source	<1 %
10	<a href="http://docplayer.net">docplayer.net</a> Internet Source	<1 %
11	<a href="http://perpus.univpancasila.ac.id">perpus.univpancasila.ac.id</a> Internet Source	<1 %
12	<a href="http://www.doa.la.gov">www.doa.la.gov</a> Internet Source	<1 %
13	<a href="http://esahub-rris.rcmrd.org">esahub-rris.rcmrd.org</a> Internet Source	<1 %
14	<a href="http://journal-archieves8.webs.com">journal-archieves8.webs.com</a> Internet Source	<1 %
15	<a href="http://www.research.manchester.ac.uk">www.research.manchester.ac.uk</a> Internet Source	<1 %

Exclude quotes On

Exclude matches Off

Exclude bibliography On