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**Public Perception of Clothing Brand Khaadi and Sapphire; A Thematic-based Analysis**

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**Abstract**

The fashion business is a dynamic and ever-evolving subject with enormous effect on customer behavior, the kingdom of the arena commercial system, and society in general. This considerable enterprise includes numerous special areas, which includes luxurious goods, garb, rings, and footwear. Changes in tradition and advances in the age have pushed its wealth beyond ongoing innovation. Pakistan's fashion commercial enterprise has grown dramatically, seamlessly fusing modernism and history. This observation explores the contributions made to the style enterprise by famous Pakistani agencies, Khaadi and Sapphire. Khaadi is famous for its handwoven textiles and vivid styles, while Sapphire is recognized for its luxurious substances and conventional motifs. The observation appears at how these corporations' advertising techniques fit in with societal norms and cultural effects to form public belief and buy behavior. By highlighting thoughts like inclusion, empowerment, and cultural pleasure, this investigation seeks to enhance our knowledge of ways advertising and marketing shapes cultural narratives. Through the exam of those thematic additives, have a look at shows that consumers are significantly influenced by the aid of brands inclusive of Khaadi and Sapphire, which in flip shapes their decisions and behaviors in the highly competitive sector.

**Key Words:** Fashion, Khaadi, Sapphire, Advertising, Cultural Alignment, Public's Perception.

**Introduction**

**Fashion Industry**

The fashion industry is a dynamic and ever-changing field that has a significant impact on global economy, culture, and consumer behavior (Fashion Industry Association, 2021). The fashion business has experienced progressive changes throughout its lengthy history due to changes in customer tastes, cultural shifts, and technical improvements (Ahmed, 2020). These days, this business is made up of several different segments that accommodate a broad range of customers, such as apparel, accessories, shoes, and luxury goods. Pakistan's fashion business has grown and changed significantly in the previous several decades. It is a thriving and dynamic industry that features a fusion of contemporary fashion brands and traditional workmanship (Malik, 2019). Pakistan's fashion sector gives consumers a wide variety of options and the newest trends thanks to the rise of regional and international apparel manufacturers (Shah, 2021). Famous clothing brands in Pakistan, Khaadi and Sapphire, are known for their unique styles, large-scale production, and successful branding techniques.

**Khaadi**

Since its founding in 1998, Khaadi has established up a reputation for itself as a brand that honors the spirit of Pakistani culture and handicrafts. Khaadi is renowned for its distinctive handwoven

textiles that combine vivid and delicate motifs with elaborate embroidered details, creating a combination of ethnic elegance and contemporary fashion. Over the years, Khaadi has expanded its product offerings to encompass a whole variety of jewelry, home textiles, accessories, and even fragrances, all to strengthen its position in the market (Rizvi, 2021).

### **Sapphire**

Sapphire Clothing burst onto the fashion scene in 2014, with the mission of reintroducing sophistication and grace into Pakistani attire. Renowned for its luxurious fabrics, intricate patterns, and timeless designs, Sapphire quickly garnered a loyal following of discerning customers seeking understated elegance and refined fashion. Through its unwavering dedication to perfection and meticulous craftsmanship, the brand has set the standard for opulent clothing in Pakistan (Sapphire Clothing, 2022).

### **Public Perception**

Knowing how customers view brands is crucial for making smart choices and market positioning in today's competitive industry (Waqas, 2016). Public perception is the sum of customers' attitudes, beliefs, and views about a brand, shaped by a few variables including pricing, product quality, and brand images (Shah, 2017). Public perception affects not only purchase decisions but also brand loyalty, campaigning, cultural influence, and interaction for garment businesses such as Khaadi and Sapphire.

### **Research Questions**

- How does the language in advertisements by Khaddi and Sapphire align with cultural values and societal influences?
- What are the advertising strategies employed by Khaddi and Sapphire in terms of cultural alignment and societal relevance?

### **Research Objectives**

- To identify the cultural and societal elements portrayed in the advertisements.
- To examine how the public views the two brands as a result of these advertisements.

### **Significance of the study**

This study will explore how societal norms and values are portrayed in advertising, contributing to discussions on the role of advertising in shaping cultural narratives. By examining the thematic elements in advertisements, the study will contribute to understanding how brands align with cultural and societal values, influencing consumer behavior.

### **Problem Statement**

The challenge for the research is to identify how cultural and societal factors are reflected in the advertisements of Khaddi and Sapphire, and how they impact how the public views the brands. Additionally, examining the thematic components of these ads will reveal more accurately of customer perceptions of the businesses, emphasizing their strong points and places in which their marketing approaches might be strengthened or benefited.

### **Literature Review**

#### **The Fashion Industry in Global and Local Context**

Debates in fashion studies have consistently identified the global sartorial system as a fluid and intersectional sphere through which monetary exchange, cultural narration, and personal identification converge (Fashion Industry Association, 2021). What once confined itself to

hereditary privilege has, through the forces of modernity, spread into a worldwide spectrum, with designs now circulating rapidly and openly thanks to mechanized production and scale-based manufacturing (Ahmed, 2020). Presently, the industry's architecture is divided into fine-grained categories—ready-to-wear, sport-specific footwear, ultra-prestige collectibles, and detail-focused enhancements—each offering curated selves to narrowly defined cohorts whose aspirations, rhythms, and aesthetics diverge. In the context of Pakistan, the discipline identifies a distinct milieu where indigenous sartorial vocabularies are recalibrated through up-to-date global circuitry, forging a hybrid node of tradition and modernity. Recent literature foregrounds the distinct two-decade arc in which Pakistani design migrated from a peripheral to a central zone of consumption—evidence being the simultaneous swerve of democratization and hierarchy as both mass and luxury labels consolidate urban, aspirational clientele (Malik, 2019).® Findings are reiterated in qualitative surveys observing how high-volume, ready-to-wear lines have reoriented aspirational middle-class consumers toward fashion as a reliable semiotic and social tool of identity. The domain is punctuated with ready examples: the imagination—once confined to couture sewing rooms—is now system entry for well-liked, aspirational social strata, a mechanism made structural through the rapid expansion of middle-tier indigenous discourses (Waqas, 2016). The Pakistani fashion field is as much a cultural agent as it is a commercial agent; labels, similarly to Khaadi and Sapphire, take advantage of design, traditional motifs, and localized fabric, repackaging the value of a country's heritage with the future in mind and a global audience (Rizvi, 2021). By calibrating heritage to modern sensibilities, brands invite local new customers to nod in recognition and reach similarly out to the Pakistani diaspora with a visual language that they already speak. In this light, Khaadi and Sapphire function almost as twin pole stars of a market, one rotating around a philosophy of intimate storytelling and artisanal uniqueness, and the other pivoting around a contemporary-driven luxury and modular flexibility. Their otherwise diverging stories cultivate discrete consumer imaginations and afford unequal positions on the commercial radar, one reassuring, the other dazzling.

### **Branding Strategies of Khaadi and Sapphire**

#### **Khaadi: Cultural Authenticity and Heritage Preservation**

Since beginning its journey in 1998, Khaadi has defined its brand image around the "preservation and reinvention of traditional craft." Khaadi's rise to fame originally came on the back of its branded hand-woven textile, a symbol of its respect and homage to Pakistani culture and craft (Rizvi, 2021). Khaadi has long held the ability to reposition decorative embroideries and ethnic styling into contemporary silhouettes, masking the line between conquerable tradition and nostalgia that appeals to a wider demographic, from the tradition-oriented buyer to emerging generations wanting modern fashion that still has roots in culture. In addition to clothing products, Khaadi has expanded product categories within its brand structure to include home textiles, jewelry, and fragrances, which offers the brand lifestyle company rather than strictly an apparel retailer (Ahmed, 2020). Some scholars claim that diversifying product categories helps position brands to enhance consumer loyalty by providing more opportunities to connect with consumers (Shah, 2021). Lastly, by using cultural symbols in its branding and advertising, Khaadi is able to reinforce the aspirational aspects of its brand identity, exemplifying the metaphor of cultural branding by being a brand with Pakistani values at its heart, and a leading example of cultural branding in South Asia (Rizvi, 2021).

#### **Sapphire: Luxury, Sophistication, and Modernity**

In contrast, Sapphire emerged in 2014 with a recognition that it developed a modern and more premium brand persona. Sapphire is the relative newcomer in the market, but due to its luxury image directly associating itself with modernity and sophistication, in a very short time Sapphire

reached a high level of popularity with its offerings. Sapphire markets high-quality fabrics, attentively designed tailored products, and minimalist fashion aesthetics (Sapphire Clothing, 2022). Whereas Khaadi is showing off their descendants' heritage and history, Sapphire uses heritage as a mark of modernity with a perspective of global alignment, which is attractive to urban consumers in Pakistan's middle and upper classes. The research clearly identifies how meaningful Sapphire is, because it has been able to maintain aspirational luxury and aspirational costs. The brand produces ready-to-wear in addition to developing and publishing unstitched luxury collections, therefore making its' products and branding accessible to a wide range of consumers (Shah, 2021). Sapphire's advertising messages frequently emphasize refinement, exclusivity, and timelessness that reflect values of socio-economic status and social ascent from consumers who tap their fashion interests for value and/or status (Malik, 2019). The contrast between Khaadi and Sapphire come as two unheralded journeys, one created from meaning and cultural continuity, while the other created as modern and aspirational luxury. Both branding narratives have trajectories that are capable of success in the marketplace, but may appeal to distinct groups of consumers who share similar sets of values, cultural orientations, and socio-economic status.

### **Public Perception in Fashion Branding**

Public perception is a complex assessment, shaped by consumers' shared sentiments, collective beliefs, and emotional meaning attributed to a brand (Waqas, 2016). In fashion, perception is affected by product quality, price, culture's relevance, cultural perceptions, and advertising's imagery (Shah, 2017). The importance of public perception is apparent in the clothing sector, where symbolic meanings of clothing (as an identity, prestige, cultural signifier) hold equal weight to physical factors (comfort, durability, etc.) (Ahmed, 2020). Cultural identification makes consumer perception a significant aspect of commercial life in Pakistan. Research highlights the importance of heritage for Pakistani consumers and that they are loyal to brands that include nationally identifiable impact in their label, making them world market compliant (Malik, 2019). Thus, it makes sense that a range of Pakistanis adopted Khaadi as their accepted label, given that the brands icons are locally significant and symbolic through indigenous motifs, hand woven textiles, and cultural discourse (Rizvi, 2021). Additionally, the Sapphire brand, which emphasizes sophisticated, exclusivity and cosmopolitan symbolic aesthetic and culture cultivates an audience types of consumers that connect through elements of modernity and who strive and/or consume on the path to conforming to the global fashion standards (Shah, 2021). The design of the ad and communication strategies play an important part in constructing or altering the brand story. Research shows that the language, images, and symbolism found in advertising, might also mold people's expectations of specific brands as noted Kagan (2009), but importantly, this affects how consumers connect with all cultural values and disregard others (Waqas, 2016). In the case of Khaadi, one of the strongest fashion brands found in Pakistan, their advertising has used socially, culturally, and family-oriented stories in their ads while in contrast, Sapphire has used a clean and minimalistic design aimed at consumers who value elegance and social status . These two examples demonstrate how brands are implicitly or explicitly linked to cultural influences and relevant consumer expectations. This study demonstrates how the success of fashion brands in Pakistan, relies not only on the quality of the product but on the ability of the brand to align brand persona and identity with consumer expectations and alignment to their narrative and story. Khaadi arguably creates loyalty and loyalty to a cultural and heritage brand while Sapphire uses modern and sophisticated models along with aspirational advertising to develop appeal. In short, public perception forms the mechanism by which brand identity, cultural alignment, and consumer loyalty converge.

## **Methodology**

### **Research Methodology**

This chapter covers the data collection and result evaluation process to accurately meet this research's goals.

### **Research Design**

Both qualitative and quantitative methods are used in this research. While qualitative research involves critical evaluation of the data through close reading of the text and content of the participants' responses, quantitative research involves numerical and statistical data. The quantitative technique will yield numerical data that will be utilized for statistical analysis of the public perception of the clothing brands Sapphire and Khaadi.

### **Population**

Population refers to the subjects of this research study. Pakistan in general and the Khyber Pakhtunkhwa city of Abbottabad in particular are included in the population. The residents of Abbottabad would serve as the research sample.

### **Sample**

The research sample will consist of women living in Abbottabad. The women of Abbottabad are asked to complete a questionnaire and provide data by random sampling. A questionnaire was distributed to fifteen women in Abbottabad to find out how they felt about the apparel labels Sapphire and Khaadi.

### ***Measuring Instrument***

To determine the public perception of the clothing brands Khaadi and Sapphire, a questionnaire was developed and utilized as a measuring tool.

### **Procedure**

A questionnaire was employed to gather data for the study, which was conducted using the field research methodology. A 5-point Likert scale, with 1 denoting strongly disagree, 2 disagree, 3 neutral, 4 agree, and 5 strongly agree, served as the foundation for the suggested questionnaire. The researcher created a questionnaire, which was subsequently given at random to Abbottabad women. In front of the researcher, they attentively completed the questionnaire. They received the required comprehension. Responses were kept confidential to eliminate any doubt and guarantee internal validity.

### **Data collection**

An essential step in the research process is data collection. Data for this study is gathered using both open-ended and closed-ended questions. The primary method of data collection in this study was two closed-ended questions followed by their open-ended counterparts.

### **Theoretical Framework**

The analysis conducted in this paper utilizes Braun and Clarke's (2006) Thematic Analysis as a theoretical framework to examine the open-ended responses provided by the participants. Braun and Clarke (2006) assert that Thematic Analysis provides researchers with the ability to recognize, explore, and assess themes or patterns within qualitative data, thereby gaining valuable insights into the unique viewpoints and experiences of the participants.

The foundation of Thematic Analysis rests upon a set of fundamental principles, as outlined by Braun and Clarke in 2006.

### ***Inductive Approach***

The process of thematic analysis frequently utilizes an inductive approach, where themes are allowed to naturally arise from the data, rather than being imposed by preexisting categories or theoretical frameworks. This approach emphasizes adaptability and flexibility.

### ***Adaptability and Flexibility***

Thematic analysis is incredibly versatile and can be tailored to suit various research scenarios and goals. Researchers have the freedom to select the analytical method that best aligns with their preferences, whether it is a conceptual or descriptive approach.

### ***Systematic Coding and Analysis***

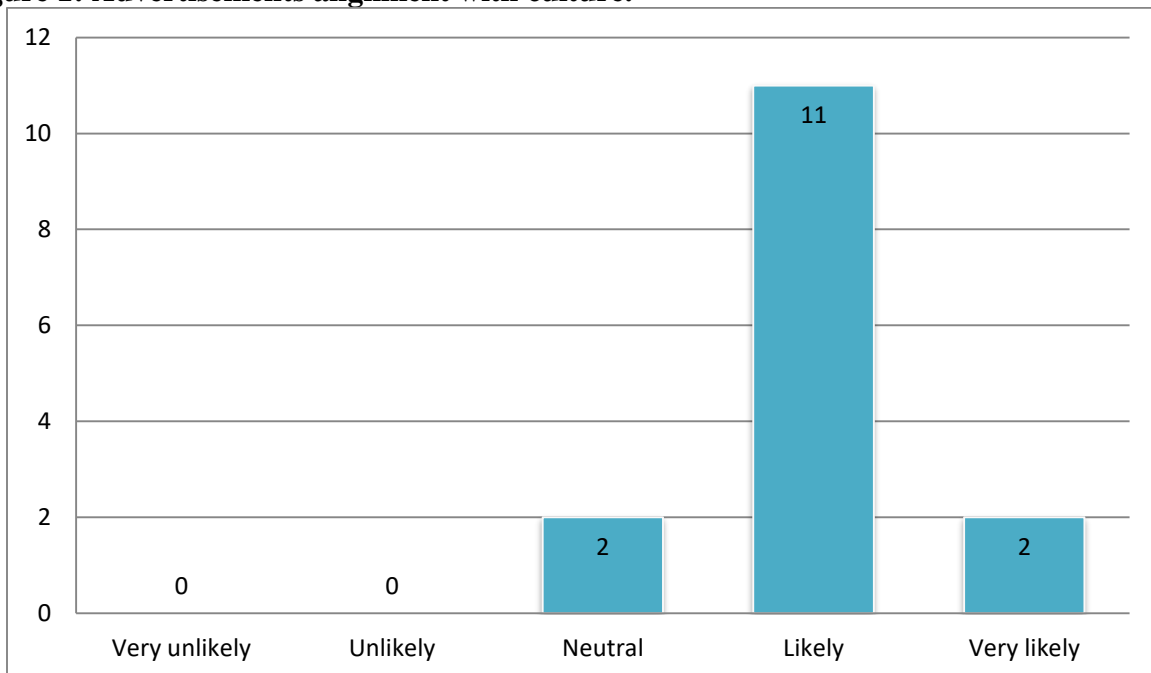
Thematic analysis necessitates the implementation of a methodical coding and analysis protocol to detect repetitive themes, subjects, or patterns within the data. This procedure may entail multiple repetitions of coding, categorization, and theme development.

## **Results and Discussions**

### **Results**

Figure 1 below presents the results of a survey given to Khaadi and Sapphire advertisement about cultural values and preferences.

**Figure 1: Advertisements alignment with culture.**



In response to the query on the probability of buying clothes from a brand whose advertisements reflect your cultural values and norms, eleven out of fifteen participants said that they are likely to consider doing so. Moreover, two participants also have a significant chance of doing so. Only two respondents seemed neutral, implying that most people consider cultural alignment and its influence when making clothing purchases. This suggests that advertisements aligned with cultural values have a great and positive impact on consumer behavior and strengthen the intention to buy.

The result of the open-ended question highlights some important codes and themes regarding the messages or taglines that might appeal Pakistani women in advertisements for clothing brands.

**Table 1**

Codes	Themes
Festival significance Community Involvement Rituals and traditions	Cultural Pride and Diversity
Self-expression, Community support, Personal Growth	Empowerment and Confidence

**Figure 2: Societal influence in advertisements.**

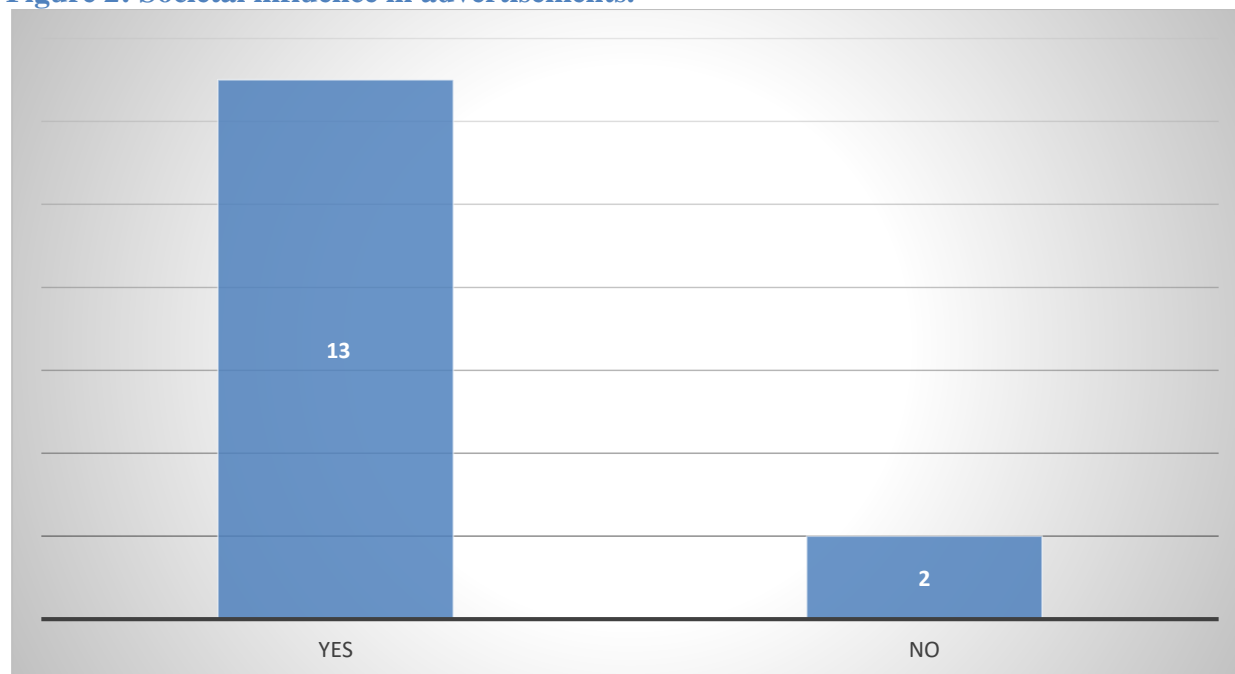


Figure 2, shows the evident cultural or societal differences between Khaadi and Sapphire. The noticeable cultural or societal difference on these brands' advertisement is indicated by the thirteen participants who agreed with this observation whereas only two participants disagreed.

The result of the open-ended question regarding cultural and societal influences in the advertisements of Khaadi and Sapphire emerged five key themes:

**Table 2**

Codes	Themes
Cultural significance, Regional Variation, Modern Adaptation	Reflection of Traditional Attire
Acceptance and respect, Inclusive Practices, Multicultural Interactions.	Diversity and Inclusivity
Rituals and traditions, Festival significance.	Cultural Pride and Diversity
Emotional connection, Family bonding	Celebration of Festivals
Historical Significance, Cultural identity, Educational value	Integration of Cultural Landmarks

## **Discussion**

Based on the analysis of the closed-ended questions in Figure 1 and 2, it seems that most people consider cultural alignment when purchasing clothing from Khaadi and Sapphire. This has a positive impact, and the advertisements of both brands show clear cultural and societal influences according to respondents. The analysis of open-ended questions concerning messages and taglines appealing to Pakistani women in clothing brand advertisements revealed several prominent themes. These themes encompassed Cultural Pride and Diversity, Empowerment and Confidence, and Inclusivity, each carrying significant implications for advertising strategies.

### **Cultural Pride and Diversity**

It conveys the importance of showcasing Pakistani culture in clothing brand advertisements. To exhibit Pakistani patriotism, entails dressing traditionally and preserving ideals that represent a diverse culture. The goal is to make Pakistani women feel proud of and appreciative of their cultural heritage what we inherit from our ancestors and what is rightfully ours.

### **Empowerment and Confidence**

The major emphasis is on supporting ladies in understanding the uniqueness of their bodily functions. These taglines and slogans are meant to encourage girls with statements that uphold their cost as people, consequently increasing their self-belief. This analysis highlights the significance of producing classified ads that might be attractive to Pakistani ladies by embracing subject matters of cultural satisfaction, empowerment, and inclusivity. The analysis of cultural and societal influences in the classified ads of Khaadi and Sapphire revealed numerous key topics that shed importance on the strategic techniques these manufacturers use to engage with their audience and resonate within the Pakistani market. These issues encompass reflections of conventional apparel, merchandising of diversity and inclusivity, the party of cultural festivals, localization and contextualization strategies, and integration of cultural landmarks.

### **Reflection of Traditional Attire**

Khaadi and Sapphire both prominently emphasize conventional Pakistani apparel designs in commercials, by highlighting the antique appearance of clothes like shalwar kameez with enriched embroidery. By doing so, they offer both Pakistan's rich cultural heritage in addition to the cultural values that is associated with these clothes in people's minds.

### **Diversity and Inclusivity**

Sapphire and Khaadi rejoice and acknowledge range with the aid of hiring fashions of various ages, weights, heights, unique textures, pores and skin tones, and history for their advertising marketing campaign manufacturers can get rid of those biases and sell the concept that style is accessible to all. Such deliberate efforts shed mild, encourage, and raise inclusivity in Pakistani society. This in the long run allows to disappear the fake conventional splendor standards set in society.

### **Celebration of Festivals**

Cultural events in Pakistan keep a considerable function inside the advertisements of these companies. The joyful occasions of Chand raat (Night before Eid) and Eid are frequently captured of their commercials which feature men dispensing chocolates, ladies taking part in applying mehndi and youngsters gathering eidi from elders at the same time as wearing specific dresses from these brands. Such representation allows in building an emotional connection with customers and conjures up a sense of cultural delight in them.



### **Integration of Cultural Landmarks**

Cultural heritage sites of Pakistan are sometimes used as a heritage for classified ads that promote the alignment with the country-wide way of life and Pakistani identity of those brands. The responses show how effectively Pakistani cultural and socioeconomic values are communicated via the slogans and messages within the Khaadi and Sapphire commercials. The catchwords, which represent cultural customs and possibilities, emphasize conventional apparel like shalwar kameez, vivid colors, and intricate designs. The classified ads normally show off scenes of festive celebrations and cultural history locations, at the same time as additionally celebrating Pakistani festivals, family values, and nearby craftsmanship. Diversity and inclusivity are crucial components. Models of all racial and cultural backgrounds, a long time, and frame shapes are featured in ads to promote inclusivity. The businesses inspire girls to sense snug sporting conventional apparel and to embody their cultural historical past. The modest coverage that fulfills local norms is guaranteed through the garb designs.

### **Conclusion**

Pakistani women are notably impacted by advertising messaging that locations a strong emphasis on self-belief and empowerment. Brands can inspire consumers to sense confidence and have a wonderful self-photo by encouraging individualism and self-esteem. Commercials reaffirming ladies' distinct beauty and well-being are particularly powerful because they speak to the target market's deep need for recognition and self-empowerment. The importance of inclusivity, empowerment, and cultural alignment in influencing the advertising and marketing strategies of clothing organizations serving to Pakistani girls has been brought to mild by means of this study. The findings of the research show that patron alternatives are substantially stimulated by advertisements that resonate with Pakistani cultural values, their effect, and customs, including supporting traditional wear and celebrating cultural celebrations. By creating a deep emotional bond with their target audience, manufacturers may cultivate client pleasure and loyalty through cultural harmony. They emphasized the value of diverse representation in advertising with the aid of figuring out inclusiveness as a key subject. Brands that appoint various models with body sorts, skin tones, and ethnicities to promote an extra inclusive view of style. By portraying Pakistan's numerous complex societies, this method now not only influences the brand's enchantment but additionally offers classified advertisements with extra significance and impact. The study highlights the importance of companies like Khaadi and Sapphire consisting of variety, empowerment, and ethnic pride in their marketing techniques. If they use this strategy, they may be capable of creating greater emotive and captivating commercials that powerfully attract the target audience. Adherence and alignment to cultural and social standards now not only make companies more recognized by customers but also increase public opinion and guide an inclusive and effective fashion enterprise. The findings recommend that specializing in those subjects can assist brands in constructing better relationships with their intended customers, assuring lengthy-term adherence and prosperity in competitive surroundings or markets. In a nutshell, Sapphire and Khaadi depict cultural and societal impact with a mixture of modern dispositions and variety in their advertisements. They frequently constitute Pakistani historic beyond. Both manufacturers resonate with Pakistani public on many stages by evoking emotional connection and an enjoyment of belonging which includes conventional clothing, adherence to close customs, and public values, and promoting of inclusivity and celebrations.

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## Appendix

### Question: 1

On a scale of 1 to 5, how likely are you to purchase clothing from a brand whose advertisements align with your cultural values and preferences?

1. Very unlikely
2. Unlikely
3. Neutral
4. Likely
5. Very likely

### Question: 2

Are there any specific messages or slogans that you believe would resonate well with Pakistani women in advertisements for clothing brands?

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### Question: 3

Are there any cultural or societal influences evident in the advertisements of Khaadi and Sapphire?

Yes \_\_\_\_\_  
No \_\_\_\_\_

### Question: 4

Are there any cultural or societal influences evident in the advertisements of Khaadi and Sapphire? If yes, please elaborate.

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