

Analysis of Fashion Brand Marketing Strategies in the Digital Age and Its Enlightenment to Chinese Apparel Companies

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Abstract: Due to the economic downturn, people's consumption has generally become more cautious than before. As a result, many enterprises in many industries are facing the dilemma of sales decline and even unsustainable operation. Do not master the brand and technology, so earn processing fees are very meager. In the world, some cheap fashion clothing retail brands which aim at ordinary consumers are emerging, and they also begin to expand in China. The impact of digitization forces the apparel industry to rearrange its development direction. Therefore, many fashion brands are actively introducing new media technology in the marketing process, aiming to achieve more targeted and accurate marketing, fully reflecting the brand advantages and personality. Any brand must be built it has to go through the process of gestation, growth and development. In the traditional apparel industry, some companies that have experienced decades or even hundreds of years can be called brands. The main business of most garment enterprises is OEM production and processing for foreign garment brands, and this type of products also accounts for about 90% of garment exports. Enterprises seldom rely on design style to establish brand characteristics, and have not realized that to build a world-class clothing brand, world-class designers are needed first. Based on the analysis of the current situation of China's clothing market, this paper studies and compares the characteristics of fashion clothing brands at home and abroad, and summarizes the enlightenment of fashion clothing brands in the digital era on the design of Chinese clothing brands.

1. Introduction

Because of the impact of the financial crisis and a series of follow-up problems, the global economy has been in the doldrums and weak recovery in recent years [1]. Due to the economic downturn, people's consumption has generally become more cautious than before. As a result, many enterprises in many industries are facing the dilemma of sales decline and even unsustainable operation. Do not master the brand and technology, so earn processing fees are very meager. Moreover, in recent years, market competition has become increasingly fierce, and other more backward developing countries, such as Vietnam and Laos, continue to join the global clothing production network. Coupled with the appreciation of RMB and the rising costs of labor and land, the development of China's clothing industry is facing more and more challenges [2]. In addition to LV, Dior and other international luxury brands, in the 1980s Since [3]. In the world, some cheap fashion clothing retail brands with ordinary consumers as their target customers have also begun to expand in China. The impact of digitization has forced the publishing industry to reorient its development [4]. Therefore, many fashion brands are actively introducing new media technology in the marketing process, aiming at achieving more targeted and accurate marketing and fully embodying brand advantages and personality. Since the reform and opening up, with the deepening of cultural industry reform, the reform of publishing enterprise system has been deepened, and a large number of large-scale publishing media groups have emerged one after another. In this process, actively planning their own development path, repositioning their own development direction, and exploring suitable marketing strategies are important topics for Chinese garment enterprises.

Clothing industry is an industry with significant international competitive advantage in China. Since 1995, China has been ranked first in the world's clothing production and export. In the Internet

era, brand marketing communication has gradually entered the digital era [5]. Compared with the traditional radio, magazine and other marketing platforms, the marketing methods in the digital era are more diversified and three-dimensional, and the effect has been significantly improved [6]. Any brand building must go through the process of gestation, growth and development. In the traditional publishing industry, some publishers who have experienced decades or even hundreds of years can be called brands. For example, the Commercial Press, Zhonghua Book Company and other “century old stores”, such publishing houses shoulder the publishing work of most of China's publications in the historical inheritance, relying on excellent publishing experience Things have left a good reputation among readers. These brands are called “fast fashion” clothing retail brands because of their relatively low price, design keeping up with fashion trends and quick response business model [7]. However, the industry and academia do not have a clear understanding of the direction of clothing brand upgrading. Most studies hold that the construction of clothing brand must have profound cultural connotation and world-class designers. The main business of most garment enterprises is OEM production and processing for foreign garment brands, and this type of products also accounts for about 90% of garment exports [8]. Enterprises rarely rely on design style to establish brand characteristics, and have not realized that to build a world-class clothing brand, world-class designers are needed first.

2. The Marketing Significance of Fashion Brands in the Digital Age

2.1 Reduce Publicity Costs

Under the background that the speed of information circulation in the product market is accelerating, the price difference between similar products is getting smaller and smaller. The competition among enterprises in the same industry is difficult to gain obvious advantages in terms of price, so we have to focus on brand promotion and service ability improvement [9]. In order to adapt to the changing trend of the market and enhance the competitive advantage of the brand, Chinese clothing enterprises have been developing rapidly We should learn more from the design and marketing methods of international brands. Quickly adjust product structure, pricing, sales network and mode to meet the changing market demand. At the same time, it is necessary to revise the brand positioning, so as to mine alternative objects when consumer demand decreases. Further subdivision, in popular clothing, it can be divided into high fashion, custom-made ready-made clothing and “fast fashion”.As shown in Figure 1.

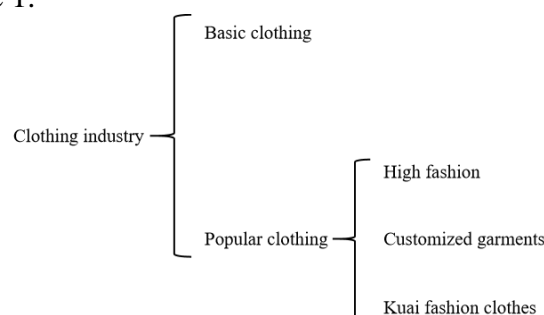


Fig.1 The Structure of the Apparel Industry

When consumers build up their awareness of a certain clothing brand's fast product renewal, it will become consumers' habit to visit the store every once in a while. Generally speaking, the former refers to standardized products with slow update, while the latter refers to fashion products with short life cycle [10]. Due to the low income elasticity of basic clothing, the growth rate of its market demand is lower than that of People's income growth rate. As far as local clothing companies are concerned, implementing a slightly lower price strategy than international brands, while providing higher-quality clothing that better suits the needs of local consumers, should become a breakthrough in participating in the competition [11].

2.2 Accurately Locate Target Customers

Reasonable application of brand marketing method in the new media era can help enterprises to locate target customers more accurately and realize accurate marketing [12]. Category management is defined as “strategic management of product groups through the development of cooperative relationships between trading partners, with the aim of maximizing sales and profits by maximizing consumer demand” [13]. The basis of fashion business model is to shorten the time cycle from production to consumption. For example, traditional fashion business forms are divided into four fashion cycles according to spring, summer, autumn and winter. And companies engaged in the fast fashion industry compress their fashion cycle to four to six weeks, and the cycle of individual fast fashion enterprises may be shorter. Therefore, marketers can create more sales seasons in the same time and space. In 2016, CITIC Publishing House cooperated with Himalayan, a well-known domestic audio sharing platform, and reached deep strategic cooperation in audio adaptation and IP incubation [14]. Fast fashion brands with casual clothes as their main product structure need to reflect nature and environmental protection, and whether fabrics are comfortable or not and whether materials are environmentally friendly has become a factor for consumers to consider. Brand clothing design should be closely combined with the market demand, select differentiated design to form the unique characteristics of the brand, adapt to the characteristics of short fashion cycle with fast products, and give fashion language with novel design inspiration and popular design elements [15].

2.3 Promote Mass Interaction

In the traditional TV broadcast marketing mode, the masses can only passively accept, even if the product quality is not good, they can only contact with manufacturers. The publishing house regularly releases new book trailers and preferential interaction through new media such as micro-blog and We Chat official account, so as to train more loyal readers and cooperate with various kinds of forwarding activities to improve the rate of single purchase and repeat purchasing power. In addition, Chinese clothing brands have always been in a state of “no top, no bottom”, which is not up to the international luxury brands Respect status, but also can't compare with the considerable sales volume of many cheap and fast fashion brands emerging recently. Developing countries simply do not have the appeal to lead the fashion trend. Although some countries have established their own clothing brands, such as South Korea and Turkey, these brands are only influential in a small scope and cannot be called world brands yet. Digital marketing can serve consumers more intensively and effectively. In order to understand the advantages of digital marketing more intuitively, this paper lists the comparison between traditional marketing and digital marketing. As shown in Table 1.

Table 1 Comparison between Traditional Marketing and Digital Marketing

Item	Traditional marketing	Digital marketing	
Method of work		Rely more on experience and intuition	Combine experience with analytical tools effectively
	Market research	Traditional market research	Establish customer database
	Market segments	Based on the traditional market analysis refinement theory	Based on data mining
	Advertising and public relations	Traditional promotional media	In addition to traditional media, there are also new media promotion methods
		Multilayer	Delaying
Marketing process	Marketing channel	Wholesale and retail	Internet platform, e-commerce, electronic payment
	Product development	Subjective new product development process	Online new product concept test tool Collection of consumer feedback information
	Price	Subjective pricing method	Network test pricing
		Product bonus, etc	
		There may be waste of marketing resources	Improvement of marketing efficiency

Result		It lies in the viciousness that may be caused by competitors' competition	Effective market competition
		Circulate	

The core of seizing the market opportunity is to minimize the production time. The rapid turnover speed can increase the number of seasonal products displayed in stores. Cost is still the main factor affecting consumers' purchase decisions. The fashion industry mainly reduces costs through the low price advantage of production in developing countries. The enlightenment that local enterprises can get from it is to On the basis of establishing brand style, consumers' age, occupation, lifestyle, self-awareness, fashion sensitivity and so on should be taken into consideration in the subdivision of consumer groups in garment enterprises. Only when specific consumer groups are defined can we implement effective marketing mix strategies and improve marketing effects.

3. Marketing Strategy of Fashion Brand in Digital Era

3.1 Reasonable Application of Various Marketing Platforms

In the digital age, various marketing platforms continue to emerge. Therefore, each company should clearly recognize this point and make a reasonable selection based on its own specific conditions in order to fully play the role of the marketing platform and promote the effective realization of marketing goals. If a style of clothing does not sell well within a week of being on the shelves, it will be withdrawn. The manufacturer will also get information immediately to withdraw the production of the style. On the other hand, even if a style of clothing sells well, it will be removed after only four weeks in the store at most. However, under the influence of materialism, hedonism and other ideas, the whole society is filled with luxury and impetuous atmosphere, although most people have to buy cheap goods. But I also hope that these goods have the same quality as high-end goods, at least they don't look like "cheap goods", especially for clothes that can be used to show their taste. Using digital management, fashion and luxury brands can collect, collect and analyze the information of each customer, so as to know the needs of different types of customers. At the same time, they can also observe and analyze the impact of consumer behavior on the revenue of fashion and luxury brands. Fashion and luxury brands try to optimize their relationship with customers through subsequent customer maintenance. The digital management suggestion model of fashion luxury brand consumers is given. As shown in Figure 2.

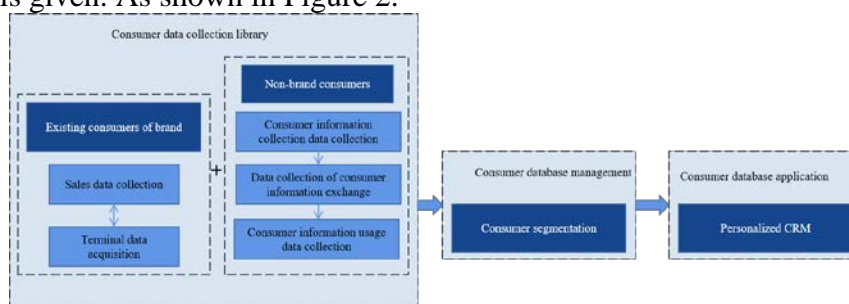


Fig.2 Consumer Digital Management Suggestion Model of Fashion Luxury Brand

On the other hand, information such as future goals and product strategies are also mastered by the buyer team, and they also need to consider how to reduce production costs. Buyers should also keep close cooperation with the design department and sales department within the company, because buyers need Pay attention to the style and color of products. The production network dominated by developing countries makes "fashion" the source of low price advantage.

Changes in social economy, culture, and structure often lead to changes in consumption trends and consumption structure. With the pace of economic globalization and the rapid development of the world economy, the social form we live in has also changed. However, in the specific application process, it is necessary to be clear that there are multiple types of software in mobile phones, and different software is suitable for different people. With the continuous development of China's

clothing industry and the changes in people's consumption concepts, FMCG brands are occupying an increasingly important position in the clothing market. In the context of the digital age, publishing houses have higher brand awareness, so it is necessary to improve the quality of publications and the brand awareness of publishing units. For the hanging display of goods, according to different styles of classified display, and on the hanger with different color size ring to mark the size of the clothes. So that customers can quickly find the right size without looking at the label of the clothes, which is convenient for customers to choose under the self-service shopping mode. The advertising cost saved by fashion enterprises can help them maintain a lower production cost, so as to ensure that their products can be sold at a lower price and increase the interests of consumers through cost saving.

3.2 Enrich Marketing Model

Consumers in digital fashion market are attracted by new products which change frequently. If the whole fashion industry is regarded as a big commodity market, the positioning of fast fashion in this big market is equivalent to “supermarket”, which makes the fast fashion clothing industry become a smarter and faster “cash generator”. With the accelerated pace of modern people's life, the increasing purchasing power of young consumers and the increasing actual needs of the elderly and children. Imitate international brands The strategy of “whole product line” is a choice for local garment enterprises. Single items are easy to match, which reveals the fashion flavor regardless of the reference sample or the customer's own matching. Clothing accessories are ingeniously displayed together with similar styles of clothing, which enhances the overall style rendering and promotes the sales of clothing and accessories. Single items are easy to match. Whether they are matched by reference or by customers themselves, they all reveal fashion flavor. Clothing accessories are ingeniously displayed together with clothes with similar styles. Enhance the overall style rendering, and promote the sales of clothing and accessories. Under the guidance of these experienced technicians, Fast Retailing's factory production technology in China has made great progress.

Under the background of the new media era, enterprises should flexibly adjust their brand marketing strategies according to their own development stages. Therefore, with the continuous growth of people's income, the market share of popular clothing continues to expand. Through the reasonable design of the supply chain system, we can reduce the cost and increase the added value in the process of product design and sales. In addition to this In addition to the difference between market strategy and traditional fashion industry, enterprises in fast fashion industry are also different from traditional fashion enterprises in advertising investment. The widespread dissemination of new media depends on the power of network. Here, some people may wonder whether the network matches fashion brands, because their attributes are quite different. As shown in Table 2.

Table 2 Comparison of Luxury Goods and Online Media Attributes

Luxury goods	Network media
Positioning niche	Positioning popularization
High price products	Low price products
Scarce	Many
Advanced customization	Standard quantification
Noble type	Civilization
Service experience	Nothing
After-sales follow-up	Nothing
Visual enjoyment	Nothing

But the key to the problem does not lie in the attributes of communication media. Online media also has high-, middle- and low-end positioning. The key is to use online media to accurately establish a dialogue with target consumers. The concept of quick response is now widely used in the fast fashion industry to help it quickly create new products and attract consumers to continue to patronize retail terminals. However, Chinese advertisements are often marketed by subdividing micro-films, and brand communication is carried out with empathy and unpredictable plots. In addition, the

audience can not be limited by time and space, accept the brand marketing anytime and anywhere, and achieve the ideal effect.

4. Conclusions

Chinese clothing brand design is not mature enough, we need to learn from the excellent fast fashion clothing brand design ideas and ideas, create unique brand clothing characteristics, in order to be based on the market. Therefore, under the digital background, the brand marketing of publishing houses should take the correct understanding of the new characteristics of the digital era as the premise, take the interactive and innovative brand marketing as the opportunity, seize the opportunity, and constantly improve the quality of publishing houses. With the continuous development and progress of society, new media platform has also been developed to a great extent. For enterprises, we should actively innovate brand marketing communication strategies and introduce some new and advanced brand marketing ideas. There is a price to pay for the pursuit of fashion, because fashionable things are always ever-changing. If you want to cater to it, you have to constantly buy new things, so it costs a lot of money. Of course, a successful clothing brand can not get consumers' clear brand association out of thin air, but needs to define its brand connotation in the initial process of brand management. And this connotation should be integrated into the daily marketing work, which should always run through its own brand positioning and connotation in terms of product design, shop style and brand promotion. Through the analysis of international fast fashion brands, this paper sums up the suggestions that Chinese clothing brands can improve from strengthening fabric design, space modeling design, shortening product planning cycle and building local design strength.

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