

The Way for Companies to Create Green and Sustainable Competitive Advantage

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Abstract: For the continuous advancement of science and technology, many actions have been taken for the environmental pollution caused by clothing production. The sustainable development of "zero carbon life" has become the core of the development of many companies, and high-quality science and technology green clothing has been selected. The continuous competitive advantage and innovation of green fashion companies can be analyzed through Reformation, a popular company popular with young people, from the sustainability report he publishes every year. Combined with disc marketing, the data are compared in the form of charts, and compared with the same type of green companies in different business models Let the company have sustainable development in the future, effective sales channels, an understanding of the market needs and for the recycling of sustainable materials is essential.

Keywords: Persistent competition, Green innovation, Sustainable material transportation and logistics

1. Introduction

At present, green companies want to achieve sustainable competitiveness and innovation problems are waste of resources, chemical pollution, carbon emissions and so on. The fashion industry uses large amounts of chemicals and fuels, posing not only a potential threat to the health of workers and consumers; but also polluting the environment and having the problem of excess packaging on wrapping paper. This paper analyses how information companies based on environmental protection maintain continuous competitiveness and innovation to explore these two points, through some charts and case analysis and a comparison of competitors(Two also green companies but have different marketing solutions, audiences and business models)to modern most companies in the future target for the Angle from two latitudes explore more thorough clarity analysis to the premise of sustainability and innovation of the two goals and can improve In the future, e-commerce may become the most influential and the most used channel. For the future forecast, this article will also mention the corresponding countermeasures, such as from the perspective of logistics and circular economy. Similarly, each company is now facing different situations, with more complex environments and different choices in maintaining competitive advantage and innovation.

2. Green Theory

Green products are also known as Environmental Friendly Products (EEP), which are relative to traditional products. At present, there is no exact definition of green products. Different scholars have different perspectives on green products. Different definitions have been made.

2.1. The Concept of Green Clothing

The book, *Green Life and the Future*, edited by Liu Jingying, points out that green products [1] are mainly products that are harmless to the ecology and the environment, less harmful or can be recycled. According to some literature references, can understand it as "The green products in this paper refer to: in the whole process of the life cycle, meet the specific environmental protection requirements, harmless to the ecological environment or little harm, conducive to human health, can meet the changing green consumption demand, high resource utilization rate, low energy consumption, and recyclable products" [2].

2.2. The Current Situation of Green Clothing Consumption

The female consumer market has great potential, forming the era of "her economy". At this stage, they pay great attention to physical consumption, that is, a series of consumption to maintain their external image, including the purchase of skin care products, cosmetics, clothing, hats, etc. Youth and women reportedly spend 20 percent to 30 percent more on clothing than in other areas. The pursuit of green consumption behavior encourages them to choose new consumption patterns because they are more in line with their values and they are willing to pay more for eco-friendly, ethical products, including the purchase of expensive green clothing products.

3. The Development Trend of Green Clothing

3.1. Clothing Enterprises Attaching Great Importance to Green Management and Green Marketing Strategy

"Some experts assert that environmental protection clothing may become a consumption hot spot in a considerable period in the future, "fashion environmental protection = economic benefit" is the development direction of clothing enterprises.¹ This can be in that the importance of the development of green clothing enterprises, enterprises should seize the opportunity, occupy the market, develop environmentally friendly fabrics, reduce dye pollution, focus on the comfort and functionality of clothing, and take the green road conducive to the sustainable development of enterprises.'^[3] The green marketing of clothing enterprises should establish green concept, design green products and brand strategy, set the price and market positioning of green products, carry out green promotion strategy, promote green packaging, implement green service, carry out green recycling, promote green degradation, etc. Each link to maintain green production and achieve a complete green industrial chain.

4. Continuous Competitive Advantage

4.1. Competitive Advantage Theory

Starting from the perspective of data resources, competitive advantage theory, dynamic ability theory and continuous competitive advantage are interpreted. The theoretical depth of continuous innovation of enterprises is gradually strengthened, and these theoretical bases are introduced below.

“The concept of competitive advantage was first put forward by the British scholar Chamberlain (E Chamberlain) in his 1939 book "The Theory of Monopoly Competition". The early competitive advantage covers a wide range, which can be explained from the meaning that organizations or individuals show certain advantages compared to competitors in two or even multiple competitions'. [4] With the continuous progress of The Times, the theory of this knowledge also has a more detailed perspective to understand. Hofer and Schendel emphasize that competitive advantage is superior to competitors and unique market position, and organizations can obtain or achieve this advantage through resource allocation [5]. Grant said from the perspective of profit acquisition that competitive advantage is the ability of an enterprise to surpass competitors in profitability. When an enterprise faces two or more competitors, if it can continue to obtain higher profit margins than competitors, it can think that the enterprise has formed a competitive advantage. [6] Based on the above views, the formation of enterprise competitive advantages is a complex process, and at the same time is influenced by the external environment and internal elements. Although there are many possible sources of competitive advantages, existing studies generally believe that the heterogeneous resources and capabilities owned by enterprises are the main forces that play a decisive role [7].

4.2. Sources of Competitive Advantages of Clothing Industry Clusters

The Industrial cluster has a significant competitive advantage, and foreign research mainly focuses on the water source of competitive advantage. Sacchetti [8] believes that the competitive advantage of industrial clusters comes from two kinds, one is the cost advantage brought by the spatial agglomeration of enterprises and related institutions; the other is the synergistic advantage formed by the interaction between the internal organizations of the cluster and the cluster and the external market. Matthews' research shows that the competitive advantage of the industrial cluster is manifested in five aspects, namely, the cluster's innovation ability, professional ability, internal interaction, cooperation ability and external competition ability. Competitive advantage is that some advantages of the enterprise in the transaction can make it more profitable or create value. These advantages include cost, technological innovation, brand, etc. The competitive advantage of the garment industry cluster refers to the garment industry cluster as the whole organization, which has the advantages that can make the garment industry cluster create value in the transaction. These advantages come from the integration of internal and external resources by the garment industry cluster, to achieve the effect of cost reduction, innovative technology and cluster brand.

4.3. Understand the Market Demand

“A consumer group represents a market segment, and the needs of different market segments are different. The object of market segmentation is not products, but consumers, which are divided according to the needs of consumers. Based on the results of market segmentation, enterprises should produce products to meet the needs of consumers in the market segment and their actual situation.” [9] The premise of more competitive advantage in the market is to accurately insight into the market demand, and timely understand the preferences of consumers. A deep understanding of the preferences, buying habits and fashion trends of various consumer groups can help you innovate your product design and sales strategies. Therefore, clothing sales enterprises need to constantly understand the market dynamics through market research, consumer feedback and data analysis, seize the opportunities and accurate positioning, and maintain their advantages in the market competition.

4.4. Effective Sales Channels-Take the Reformation Compan

The concept of green design originated in developed industrialized countries and spread to Europe and the United States in the world. The concept of green design is constantly known and developed

in order to cope with the deteriorating environment, which is a reflection of today's deteriorating ecological environment. In today's era, establishing effective sales channels is one of the important ways to maintain a competitive advantage. With the continuous mature development of e-commerce, traditional physical store sales are facing the dilemma of reducing the flow of people, bringing the problem of decreasing sales to manufacturers. Reformation maintains consistency in marketing. The content published on the official platform is the same, such as street photos or model pictures, and all reform official accounts are promoted throughout the platform. Due to different audiences, this may be a risky move, but the brand doesn't care. They focus more on providing content to specialized communities, rather than trying to participate in participation and customize content to please various platforms, which also allows them to build a confident brand image in the psychology of the audience.

5. Continuous Innovation

Continuous innovation has become the only way for enterprises to seek long-term development. Managers and scholars actively explore the key elements that influence the continuous innovation of enterprises. In the context of the information age, the massive data captured by enterprises is not only a strategic resource to participate in production and operation but also an important source of power to form competitive advantages and drive innovation.

5.1. The Theory of Continuous Innovation

“<Webster Dictionary>mentions innovation ability, which is the ability of intellectual development and creation. Continuous innovation refers to continuous innovation, but sustainability often represents stability and stereotypes, which runs counter to innovation, innovation in a sense is said to be old and new. [10] Yang Yang and Zhang Xinmin [11] believe that continuous innovation is innovation as a strategy a method and a habit, rather than a tool and process focused on the technical level. Innovation is also a cyclical process, that is, repeatedly creating value through innovation.

5.2. The Connotation of Innovation and Continuity

“The concept of search innovation sustainability originated from Joseph Alois Schumpeter's innovation theory. The concept of "creative destruction" was first mentioned in his Theory of Economic Development. He proposed that knowledge can flow freely and that any enterprise can acquire the knowledge it needs. Joseph Alois Schumpeter Capitalism, Socialism and Democracy, published in 1942, proposed a concept, the opposite of "creative destruction": "creative accumulation".’ [12] The research on the sustainability of modern technology innovation started in Geroskiet et al 1941 Geroski was promoted from the perspective of continuity. Using the Webull model and the empirical analysis of the UK 3304 patent data from 1969-1988, the degree of innovation continuity was measured by the number of years. The research results show that only a very small number of enterprises have the sustainability of technological innovation, and the number of patents owned by enterprises significantly indicates the duration of the innovation cycle before the start of an innovation cycle.[13]

5.3. Improve the Environmental Protection Ability of the Garment Industry Cluster

“The garment industry cluster should guide and enhance the environmental protection awareness of the garment enterprises in the cluster and change the environmental protection mode. The government should also improve the construction of the garment environmental protection system, solve the pollution problem and improve the utilization rate of resources. Strengthen publicity and education, improve the sense of environmental protection of clothing enterprises in the cluster, and create an

environmental protection atmosphere.’ [14] Japanese designer Hara [15] put forward: The inner pursuit of Redesign is to return to the origin, re-examine the design around us, then for the old design under the concept of green design, and to explore the essence of design in the most approachable way. The method of old material upgrading applies the expression of whole or partial design in the second design and transformation, and the original fabric is used by hand to produce secondary processing by machine, to achieve the purpose of expanding its existence value and extending the life cycle

5.4. Sustainable Transport Logistics

With the rapid development of e-commerce and the economy in China, the express delivery and logistics service industry also continues to accelerate its development, which is the leading level in the world and maintains the momentum of vigorous development. Some large express delivery companies, YTO, ZTO, Jingdong Express and so on are also gradually moving forward. On the whole, people's satisfaction with the service time limit of the express logistics industry is still very low, and there is still a lot of room for progress in the front and rear-end connection and operation management of express delivery. Green logistics solutions include using clean energy, reducing the use of packaging materials, and optimizing transportation routes. By adopting the green logistics scheme, the environmental impact and social cost of logistics can be reduced, and the social responsibility and image of enterprises can be improved. Re-evaluate the product transportation and logistics links, and choose more environmentally friendly modes of transportation. Different modes of transportation have different environmental impacts and social costs, and choosing a sustainable transportation mode can reduce the environmental impact and social costs of logistics. For example, sea shipping may be a more economical and reliable option, while for emergency cargo, air transport may be more suitable.

5.5. Improving the Integrity of The Clothing Industry Chain

In the whole process of value activities of the industrial chain in the industrial cluster, the three value creation stages form the integration of value creation based on the overall advantages, that is, they cooperate and create value together. Therefore, ‘by guiding the weak enterprises in the garment industry cluster, improving the industrial chain, extending and expanding the value activities in the cluster industry chain to the upstream and downstream enterprises, namely’ [16], the increase of value activities, making the role boundary between production and processing enterprises and upstream suppliers is no longer so obvious. To improve the value creation of the garment industry cluster, it is necessary to balance the structure of garment products and realize the climb of the value chain, and adjust the structural overcapacity. Cluster in development, should control the low-end clothing product expansion, guide the clothing enterprise development of high-end clothing products, vigorously develop high-end green raw materials, speed up the diversified design, through horizontal industry chain clothing product structure adjustment, vertical industry chain research and development design and marketing link, improve the garment industry labor-intensive Industrial framework.

6. Conclusion

Today with the integration of the world economy, major manufacturing enterprises are studying how to better enterprise competitiveness. The most important issue facing every business is how to make it more competitive in the market and sustainable innovation. The development trend of green fashion companies so far is analyzed from two perspectives of sustainable competition and innovation. From the perspective of competitiveness, understanding the market is one of the important preconditions to maintain the company's advantage, understanding consumer preferences and fashion trends and

constantly understand the market dynamics to seize opportunities. An effective sales channel is another important method. For the Reformation case study, dive into the company's sales method to create a confident image among consumers by maintaining consistency online. Continuous innovation has become the only way for most enterprises to seek long-term development. Clothing companies can improve environmental protection by, for example, re-designing some product materials, which is obviously very popular in the young market and can also achieve the purpose of extending the life cycle and reducing the company's costs. At present, people's satisfaction with the express delivery industry is still very low. It is relatively important for enterprises to innovate and optimize in this respect. A more environmentally friendly mode of transport can improve the image of enterprises and reduce social costs. The last one is to improve the integrity of the garment industry chain, balance the structure of the garment industry, control the expansion of low-end clothing products, and improve the framework of intensive industries through the adjustment of the horizontal product structure. Through the optimization of competitive advantages and continuous innovation to achieve low-carbon upgrading of enterprises.

To enable enterprises to maintain continuous competition and innovation, the author gives improvement plans and suggestions based on personal learning and the actual situation of enterprises after reading a lot of literature. Due to the limited knowledge, it is inevitable that there will be unreasonable Hope readers criticize and correct.

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