

The Influence of Marketing Strategies Used by Chinese Clothing Brands

Chenfeiyang Zhou^{1,a,*}

¹*Qibao Dwight High School, Shanghai, 201100, China*
a. cfyzhou_cecilia@qibaodwight.org

**corresponding author*

Abstract: Chinese clothing producers have increased their market presence in recent years. Many firms have been using unique marketing strategies to satisfy the needs of their consumers. Local brands are now major competitors to global players as they have been expanding quickly in recent years. Chinese apparel companies have used a variety of marketing techniques to reach their target market in an effort to achieve a competitive edge. A market study was carried out in order to identify and thoroughly assess the marketing tactics used by Chinese garment brands. The research methodology employed a mixed-method approach, combining qualitative and quantitative data collection methods. The qualitative data was obtained through in-depth analysis and case studies of several prominent Chinese clothing brands. The quantitative data was gathered using an online survey from a sample of 200 Chinese consumers who have purchased clothing from local brands, and they are all of the different ages. The results show that Chinese apparel businesses use a variety of marketing techniques, such as celebrity attraction, knowledge marketing, and short video marketing, to draw in buyers. The best marketing tactic for raising brand awareness and fostering consumer trust was shown to be celebrity attraction. Young customers, who are more prone to base their purchasing decisions on suggestions from social media, have been proven to be good candidates for social media marketing campaigns. Customers may be engaged and given a positive brand experience through knowledge marketing; it has been discovered.

Keywords: marketing, apparel industry, brand

1. Introduction

With the development of the century's overall economy and the progress of people's thoughts, Chinese people's dress requirements are constantly changing, which is in sharp contrast to the past. In the past time, people brought clothes in order to satisfy their basic needs. However, more and more people nowadays begin to pursue higher quality these years. Not only for the basic use of the clothes, but also considering the brands of clothing, fashion appearance, and applicability. The most obvious of these is the pursuit of brands. In fact, most of the so-called "fashion" and brands pursued by Chinese people originally came from foreign countries or world trends. They pay attention to diverse styles, personalized elements, artisanal production, and high-grade fabrics. Brands that came from foreign countries used to be their targets, such as fashion brands or luxury brands. For example, the first round of pursuing brands happened in the late 80s in the twentieth century. During that time, foreign merchants in the clothes industry captured the high demand for "fashion" in China, and started

to introduce their brand “Baneru” into Guangzhou, as the first authorized store in China [1]. Since the store opened, the clothes in the store were sold out by consumers who heard the news. It was once out of stock and became a fashion brand that young people were crazy about at that time. However, these years, especially since the pandemic happened, more and more Chinese consumers shifts their focus from foreign brands to domestic companies. The brands that were not popular in the past started to have more and more pursuers. Even the inconvenience of international trade does play a role in this significant change, the most important factor to explain the prevalence of domestic brands in China is marketing. The brand policy of clothing develops different marketing plans for different consumers. For instance, the most common marketing methods of clothing from three various aspects are short video marketing, knowledge marketing, and celebrity effect. Take ANTA as an example, it used to be a relatively normal brand in the domestic country. This is because when comparing with the same style brands, such as Nike and Adidas, ANTA didn’t really have a sparking selling point. Yet, in the last three years, ANTA became a domestic customer’s prior choice due to the pandemic reason. Moreover, one of the most successful things it has done is to invite sports stars as spokespeople for its brand and promote it. At that time, the Winter Olympics just ended, and the sports stars are playing an extremely positive role in people’s hearts and even in the whole society in China. They are the people who get admired and others will learn from them. In this case, when these sports stars were ANTA’s clothes and sneakers, they attract legions of fans to buy and imitate them. As a result, ANTA’s sales are booming significantly, with the total amount of sales increasing about 114-fold from 2004 to last year, which is 2020 [2]. Based on these kinds of brand marketing strategies, this paper will mainly be discussed the tactics used by Chinese domestic clothing brands, primarily how they used such methods to help them grow, and whether they succeed or not.

2. Short Video Marketing

As a channel to think and rise in a short period, short videos can bring great exposure. TikTok is a powerful tool that every creator should leverage, no matter the business or industry. ByteDance, an emerging Internet venture headquartered in Beijing, China, faces fierce competition in online streaming wars in both China and global markets. In September 2016, ByteDance introduced Douyin, a short video mobile app, to the Chinese market based on the success of the artificial intelligence technology-based news recommendation app Toutiao. It achieved massive success, surpassing 100 million users within one year. With success in the Chinese market, ByteDance launched TikTok-the global version of Douyin-in September 2017. Douyin and TikTok shared the same starting point, but have developed into two different apps. Because of the difference in user preference and language barriers, the two apps have entirely different content [3].

2.1. Li-Ning on TikTok

Learn to leverage this social media platform for their benefit, no matter the business or industry [4]. Thus, mastering TikTok can in some ways maximize existing resources and display them to consumers of all ages. The key problem for Li-Ning TikTok Live in China is positioning. According to the query of relevant information, enterprises should locate their broadcasting room, and at the same time, we should ask Douyin to label the broadcasting room, so that direct users can accurately locate the broadcasting room when searching for key supplies. In fact, in the Chinese market, ByteDance (or Douyin) has competed with the three Internet giants, Baidu, Alibaba, and Tencent-the so-called BAT companies-and other short video apps. In the global market, ByteDance (or TikTok) has closely competed against global platforms, such as YouTube, Facebook, and Netflix. Students will be asked to analyze the competitive environment, various revenue models, and how to develop and operate these models in China and the global market [5]. The live broadcast room is the room where the radio

station and TV station live the program to the audience. It has good sound insulation and a muffling function [6].

2.2. Hongxing Erke

Here comes to another typical example in the Chinese clothing industry, which is Hongxing Erke. ERKE Industrial Co., LTD. (ERKE) was founded in June 2000, headquartered in Xiamen City, Fujian Province. Has developed into research and development, production, and sales as one of the employees of nearly 30,000 large sportswear enterprises [7]. The company has more than 7,000 stores in the world, and its products have the exclusive right to the trademark in more than 100 countries around the world. The brand value has exceeded 21.9 billion. A surname: Since July 21, Hongxing Erke announced to donate 50 million yuan of materials to support Henan. In the past 7 days, the "official flagship of Hongxing Erke brand" account on the Douyin platform has added 14.631,000 new fans, and the sales volume of live streaming has exceeded 110 million yuan. Livestreaming sales from July 23 to 25 totaled more than 190 million yuan. According to the reporter's rough statistics, only on Taobao, Douyin is currently publicly estimated to the data, Hongxing Erke's sales in the past week have exceeded 340 million yuan. Thus, it can be seen that the sales volume can have a fatal impact on an enterprise that is about to go bankrupt. In addition to the impact on the company, this extreme sales volume also makes the brand Hongxing Erke quickly become a hot search and become known to more people. Therefore, the positive impact of sales is obvious, which can improve exposure in a short term, improve brand awareness and influence the public's purchase demand. A surname; If the return rate of Hongxing Erke to a relatively ideal 20% to calculate, the return of 100 million goods is 20 million, the return of 20 million plus the original more than 20 million, 40 million became inventory. On the other hand, Hongxing Erke's money on the goods, goods on the road, and Internet users' money in the platform, one to Hongxing Erke's cash flow is a great challenge.

2.3. Possible Drawbacks

With the rise of fashion trends, the fashion industry has experienced a surge in sales in recent years. However, this increased demand has also exposed some hidden dangers that threaten the sustainability of the industry. One such danger is the overcapacity of factories due to excessive production, which can result in a decline in clothing quality. This phenomenon is particularly concerning in developing countries where labor regulations may be lax, and companies prioritize cost-cutting measures over quality control. Moreover, consumer behavior patterns pose another risk to the fashion industry. Consumers' desire to purchase fashionable clothing tends to increase with trends, but few consumers can maintain their interest after the trend has passed. Consequently, clothing companies face high return rates and inventory shortages, leading to financial difficulties and brand erosion. The issue of overproduction also contributes to the problem of inventory shortages, as manufacturers produce more goods than consumers demand. The consequences of these issues can be severe, resulting in clothing brand capital loss and a damaged reputation. Companies must address these risks by implementing strategies to promote sustainable growth and avoid overproduction. This could include adopting new production techniques that prioritize quality over quantity, improving supply chain management to reduce inventory shortages, and implementing marketing strategies that focus on sustainable and ethical fashion practices. By doing so, clothing companies can ensure that they remain competitive while simultaneously promoting social and environmental responsibility.

3. Knowledge Marketing

Second, knowledge marketing, a technique that entails imparting information and knowledge to clients and potential clients in order to aid them in making well-informed judgments about goods and

services, is growing in popularity through the Chinese apparel markets. Chinese apparel companies frequently employ this tactic to raise their profile, establish their trustworthiness, and set themselves apart from rivals.

3.1. Advantages

Chinese clothing manufacturers can raise brand awareness among prospective customers by providing useful information about their products and the fashion industry as a whole. Again, Li-Ning employed this tactic to aid in its growth. In order to educate consumers about sports, health, and fitness, the brand has created a strategy called "Li-Ning University," which consists of several online and offline teaching efforts. The business provides free workshops, training sessions, and courses on a variety of sports and fitness-related topics through Li-Ning University. Li-Ning can establish itself as a respected authority in the sports and fitness industry by giving its consumers useful information and educational tools [8]. This not only encourages customers to engage with the company more deeply but also helps to increase brand loyalty. Knowledge marketing has also been utilized by Li-Ning in its advertising initiatives. For instance, the business ran a campaign in 2016 called "Everyone can be a hero" that highlighted motivational tales of regular people who had overcome hardships to reach their fitness objectives. In addition to emphasizing the brand's resilience and tenacity, the campaign was created to uplift and motivate consumers. Overall, Li-Ning has benefited from the use of knowledge marketing since it has enabled the company to stand out in a congested market, become a thought leader in the sports and fitness industry, and develop a solid and devoted client base.

3.2. Disadvantages

Nonetheless, there are still many risks and unknowns in knowledge marketing. For smaller Chinese garment firms, for instance, regularly producing and sharing great content can be time- and resource-intensive. They find it quite challenging to swiftly join the strategy and aid in their own effective promotion in this situation. In addition, knowledge marketing may not always lead to more sales or revenue, even if it can be successful in increasing brand awareness and engagement. The well-known Chinese apparel company Bosideng, which specializes in down coats and other winter wear, is a classic example of a company that tried to advertise itself via knowledge marketing but failed. It has consistently come under fire for its lack of originality and inability to adapt to shifting fashion trends. Also, the business has been criticized for putting too much emphasis on showy advertising campaigns and celebrity endorsements rather than concentrating on creating a strong brand identity based on knowledge marketing. For instance, founded in 1976, Bosideng has been a domestic down jacket manufacturer with large-scale and advanced production equipment for 46 years, with more than 20,000 employees. They mainly engaged in the development and management of their down jacket brand, including product research, design, development, raw material procurement, outsourcing production, and marketing and sales [9]. Bosideng hasn't done much to inform customers about the advantages and characteristics of its products. Although the company provides some product information on its website and in stores, it is frequently sparse and does not go into great detail regarding the technical details of the garment. Moreover, Bosideng has not tapped into the possibilities of social media and content marketing to interact with customers and create a brand community. Bosideng has been slow to implement these practices, in contrast to many other prosperous apparel firms that do so to provide their customers with useful material. Bosideng has so struggled to stand out in a highly competitive industry and suffered a fall in its sales in recent years. The company's inability to use knowledge marketing to promote itself has made it susceptible to rivals who can position themselves as industry thought leaders and forge stronger relationships with their clients.

4. Celebrity Appeal

Lastly, Chinese clothing businesses today regularly employ the marketing tactic of celebrity charm. Celebrity appeal typically entails leveraging a celebrity's reputation and influence to advance a company or its goods. It is a productive technique for clothing companies to broaden their audience, establish a reputation, and raise brand awareness.

4.1. Advantages

Chinese apparel manufacturers may reach a bigger audience and boost brand awareness by leveraging celebrities to advertise products, which will greatly increase sales. Also, when celebrities support a company, they lend it credibility, which can help Chinese apparel manufacturers build a reputation for being dependable and trustworthy. Li-Ning is a prime example of this type of marketing campaign, for instance. It is well renowned for its premium athletic footwear and clothing, and in recent years, it has begun to gain traction on the international market. NBA legend and three-time champion Dwyane Wade and Li-Ning partnered to promote each other's products in 2018. Wade's charisma and appeal enabled Li-Ning to become well-known and credible among basketball fans in the United States, where the company was previously mostly unheard of. Wade, who has a sizable fan base in China, promoted Li-Ning, which helped the business gain sales and market share. Wade's endorsement was responsible for 40% of Li-Ning's boost in sales in 2018. Also, the business introduced a brand-new line of basketball sneakers called Way of Wade, which quickly gained popularity among Americans and Chinese basketball lovers. This demonstrates how a firm can boost its visibility, reputation, sales, and market share by utilizing the fame of a celebrity endorser.

4.2. Disadvantages: over-relying on Celebrities

Not all of the advantages of celebrity charm are advantageous. Given how much money is exchanged for celebrity endorsements, it occasionally puts a strain on the business. Also, it is risky for a corporation to depend too heavily on the fame that celebrities provide. the collaboration between NBA player Klay Thompson and Chinese apparel company Anta. Anta has promoted its products using Thompson's notoriety and clout, which has enhanced brand awareness and revenue. Nonetheless, the company has come under fire for relying too heavily on celebrity sponsorships and making insufficient investments. As a result, it is critical for Chinese apparel brands to carefully analyze the potential negative effects of celebrity endorsements and to make sure that they are not overly reliant on this tactic to develop their brand.

5. Conclusion

To sum up, Chinese clothes brands employ a range of marketing techniques to publicize their goods and forge a distinctive brand identity. These brands most frequently employ three techniques: knowledge marketing, celebrity appeal, and short video marketing. Chinese clothing businesses can exhibit their items in a visually appealing way and connect with a younger, tech-savvy audience thanks to the effectiveness of short video marketing. These companies can produce interesting, shareable content that can increase traffic to their websites and boost revenue by utilizing well-known platforms like Douyin. Another successful tactic employed by Chinese clothes companies to position themselves as reliable sources of information are knowledge marketing. These companies may increase brand recognition, boost consumer engagement, and set themselves apart from rivals by imparting their knowledge and skills to current and prospective clients. Before implementing a knowledge marketing strategy, firms should carefully weigh the costs and advantages as this approach can be time- and resource-intensive. Lastly, celebrity appeal has long been a well-liked marketing

tactic for Chinese apparel businesses, enabling them to capitalize on the fame and influence of celebrities to boost brand recognition, credibility, and sales. When correctly implemented, this method can be quite successful even if it can be costly and come with hazards like celebrity scandals [10].

Overall, it is evident that Chinese apparel companies are using a variety of marketing techniques to establish their brands and market their goods. These firms are able to reach new audiences, gain the trust of customers, and stand out from their rivals in a cutthroat market by utilizing the power of short video marketing, knowledge marketing, and celebrity charm. It would be interesting to see how these marketing methods develop and adapt to shifting consumer preferences and behaviors as Chinese clothing firms continue to broaden their global appeal and influence. To sum up, Chinese clothing businesses have effectively used a variety of marketing techniques to compete with major international names. The most successful methods for drawing clients and fostering brand loyalty were found to be short-form video marketing, knowledge marketing, and celebrity attraction. The study's conclusions can assist Chinese apparel companies and other emerging market companies in developing successful marketing plans that will appeal to their target markets and enable them to compete with well-established international companies.

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