

Research on the Marketing Strategy of Plus-size Women's Clothing

-Based on 5C Theory

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Abstract: According to data, there are more than 90 million obese people and 200 million overweight people in China, many of whom are women. Therefore, the plus-size women's clothing market is increasingly demanded by the market. This article is based on the 5C theory to study the current marketing strategies of plus-size women's clothing in China and what marketing strategies should be adopted by Chinese plus-size women's clothing brands in the changing market environment. Through literature reading and analysis, it can be concluded that based on the 5C theory, the current marketing strategy of plus-size women's clothing brands is: In order to cope with the changing market environment, Chinese brands need to respond flexibly, continuously innovate and optimize marketing strategies, and keep pace with the times. Advance, maintain competitiveness, and integrate Chinese traditional culture and clothing to move towards the international stage.

Keywords: Chinese market, plus size women's clothing, 5c theory

1. Introduction

With the development of the Internet and the increase in the speed of information transmission, the influence of Internet celebrities has gradually emerged, and the fashion industry has undergone profound changes. In the context of the Internet, affected by the Internet celebrity effect and poor information diversification, the aesthetic concepts of young female consumers (20-30 years old) have begun to show diversity, no longer limited to the standard version of traditional fashion but paying more attention to clothing brand diversity, individuality, and inclusivity towards the body. This has brought new business opportunities and challenges for plus-size brands, and the plus-size market has gradually become a part of women's consumption that cannot be ignored. However, the expansion of the large-size market will also cause some new challenges and doubts. Therefore, this article aims to conduct in-depth research and analysis on the status quo and trends of China's plus-size market, and explore the impact of information transparency, Internet celebrity effects and aesthetic diversity on the plus-size market against the background of the Internet. Through a comprehensive understanding of the development status of this market, we will further discuss future marketing adjustments and methods to promote the continued vigorous development of China's plus-size market.

2. Analysis of the Chinese market for plus-size women's clothing——Based on the 5C theory

The market potential of related plus-size brands in China is analyzed from the perspective of 5C:

5C is a commonly used situational analysis technique used to help marketers make informed business decisions. Therefore, in the context of the Chinese market, analyze the market potential of plus-size women's clothing in China from the perspective of 5C, as well as the filling and demand of the market for plus-size women's clothing.

2.1. Company

The first is the origin and strategy of Chinese brands. The rapid rise of Chinese plus-size brands depends on the needs of China's prosperous women's clothing e-commerce and foreign trade clothing industries in the Pearl River Delta. As a result, in 2017, Guangzhou, Shenzhen, and Dongguan became the largest distribution centers for plus-size clothing. The region's complete industrial chain system and rich manufacturing capabilities have led to the rapid development of plus-size clothing. Some clothing e-commerce brand companies with sharp ideas and long-term cooperation with overseas companies have begun to follow the example of overseas brands (such as Zara, H&M, and Old Navy) to open large-size clothing lines. Secondly, we began to pay attention to the core concept of differentiation: to meet the needs of Chinese consumers with diverse images. This differentiation is not only reflected in the design.

Secondly, the core concept and localized marketing of Chinese brands should encourage consumers to maintain a healthy body image and avoid excessive body anxiety. The rise of plus-size brands has filled the gap in the market and provided plus-size women with more fashion choices. Then the company carried out localized expansion and marketing so that on the Taobao e-commerce platform, the data in 2020 shows that the number of "plus-size women's clothing" stores has reached 410,000, which shows that the market is advocating personalized and fashionable clothing concepts [1].

China's self-media and brand models continue to innovate and change, but now the establishment model of Chinese plus-size brands has undergone significant changes, no longer relying too much on brand effects, and being largely influenced by the efficient circulation of short videos and Internet celebrity IP. Effects support each other. For example, Yang Tianzhen, the founder of the plusmall brand, has the plus-size style of personal image and the image attribute of contemporary pioneer female IP [2]. After accumulating topics and traffic, he goes to the sales model created by plus-size brands. This transformation is reflected in the fact that the establishment of a personal and clear plus-size style IP attribute helps to establish consumers' awareness and trust in the brand, and lays the foundation for its success.

In conclusion, from the perspective of the company, the development and transformation of plus-size brands in China is an active process, covering multiple aspects such as brand strategy, differentiation, innovation, media communication, and the future outlook.

2.2. Consumers

First of all, the diverse aesthetic concepts of Chinese consumers are awakening, and the global fashion trend is hitting young Chinese female consumers to gradually get rid of the traditional slimming aesthetic standards and turn to a more diversified and inclusive aesthetic concept system. "White and slim" is no longer a key word that dominates beauty, and body size should not be a standard that restricts beauty, but change to show various appearances and styles through self-confidence.

Secondly, Chinese consumers want to reflect diversified personalization and styles. The rise of plus-size brands provides consumers with more choices. While meeting the daily needs of the four

seasons, they also follow the trend of the big data era. According to Seasonal trend styles are used to meet the needs of every plus-size consumer, which gives plus-size consumers more fashion freedom to match.

Chinese consumers want to gain identity recognition through brand values, and plus-size clothing consumers will pursue brands that use a positive body image to be able to show confidence and beauty. As a result, consumers are more inclined to support brands that encourage positive body image and values. The promotion and design of plus size brands can convey positive information to help consumers build self-confidence.

In short, the consumption motives and needs of plus-size clothing consumers reflect the trend toward diversity and inclusiveness. Consumers want to be able to feel confident and comfortable in what they wear while expressing their personal style. Plus-size brands need to pay close attention to these needs and continue to innovate to meet consumers' expectations. At the same time, promoting positive body image and values will help brands win the trust and recognition of consumers.

2.3. Competitors

Well-known FMCG brands Many FMCG brands enjoy wide popularity and influence among consumers. They usually have a large-scale retail network, including online platforms and physical stores, and an integrated online and offline business model, which makes it easier for them to bring plus-size clothing lines to the market. At the same time, it has a fast supply chain system is quick to respond to fashion trends. For example, H&M's plus-size women's clothing line helps consumers find flattering items without compromising the latest trends or sacrificing their own style. And use reasonable and low prices to meet consumers' demand for fashion.

The international Internet celebrity IP brand uses the fan effect to empathize with and understand the brand concept and culture, and achieve high-speed dissemination to the surrounding potential consumer groups. Skims founder Kim Kardashian, for example, is an internationally renowned celebrity and social media influencer. She has a huge following on social media, which brings huge popularity and exposure to the brand. And the fashion of the brand is in line with the current aesthetics, and the brand concept promotes a positive body image and encourages consumers to have confidence in their bodies. It has a lot of influence on plus-size brands in the Chinese market.

In the increasingly competitive plus-size market, brand differentiation and positioning will become more important. Well-known fast-moving consumer brands can take advantage of their huge sales network and supply chain, while international Internet celebrity IP brands can use their social media influence and brand emotional resonance to attract consumers' attention. But at present, no matter what kind of brand it is, it needs to deeply understand the needs, values and aesthetic trends of plus-size consumers to ensure that their products and marketing strategies are consistent with the target audience.

2.4. Market environment (Climate)

Global Plus Size Market Size and Forecast:

According to a report by the MarketWatch market research platform, the global plus-size and plus-size apparel market size in 2022 will be \$174,048.79 million. The market is expected to grow at a CAGR of 3.99% over the coming forecast period, reaching USD 220,121.1 million by 2028. This shows that the plus-size market has steady growth momentum, attracting more investment and brand participation.

The transformation of social concepts and the promotion of aesthetic diversity:

The transformation of Chinese social concepts and the popularity of aesthetic diversity are important factors driving the rise of the plus size market. Consumers are increasingly aware of the

diversity and positivity of body image and are no longer bound by traditional aesthetic concepts. This change provides a broader opportunity for the plus-size market, attracting more consumer interest [3].

Government support and fashion industry response:

As mentioned in the "14th Five-Year Plan" development plan of China's clothing industry, China's clothing industry focuses on the new positioning of "technology, fashion, and green" and adheres to the concept of "four in one". "Technology", "Brand", "Sustainability and "Talent". China's garment industry needs to take the road of innovation and development. The market offers a variety of clothing options, including plus-size clothing [4]. The support and advocacy of the government are crucial to shaping a good market environment and brand image. It is expected that more brands representing Chinese cultural characteristics will go international.

Overall, it highlights the huge potential of the plus size market and the positive environment in the Chinese market. In this context, plus-size brands have constant opportunities to innovate, deepen brand concepts and values, and participate in the continued growth of the global plus-size market.

2.5. Partners (Collaborators)

The development of the plus-size market requires the cooperation of partners in all links of the industry chain, including supply chains, sales channels, and marketing strategies. Cooperating with e-commerce platforms and offline stores can expand brand influence and market share.

Supply Chain Cooperation:

Cooperative supply chain partners can ensure the production and supply of plus size clothing with high efficiency and quality assurance. Cooperate with high-quality fabric suppliers, manufacturers and factories to ensure that the design and production of products meet the standards and, at the same time, can quickly respond to market demand.

E-commerce live broadcast platform cooperation:

Cooperating with e-commerce platforms is a key way to expand brand influence and market share. In China, e-commerce platforms such as Tmall, Taobao, JD.com, Douyin, etc. have a broad user base, and there are shopping festivals 618 every year. The Double Eleven large-scale shopping promotions can help brands quickly reach a large number of consumers, and increase brand sales and topicality.

Media and celebrity collaborations:

Plus-size womenswear, in particular, should actively collaborate with celebrities and influencers who fit the plus-size image [5].

In conclusion, the successful development of the plus-size market requires close cooperation with various partners. With the support of partners, brands can better meet consumer needs, expand market share, and build lasting brand influence.

3. Problems and challenges facing the Chinese market

First of all, the company's brand lacks an internationalization strategy.

At present, domestic brands of plus-size women's clothing lack an international strategic layout. Chinese national style products cannot go abroad in large quantities.

Second, the customer experience needs to be improved. The online and offline integration of the plus-size market still faces challenges, especially how to combine the experience and services of offline physical stores with online shopping, which requires more exploration and innovation.

Third, the brand awareness of plus-size women's clothing is insufficient. At present, some excellent localized plus-size brands have low market awareness, and it is necessary to strengthen brand promotion to build brand awareness and reputation.

Fourth, the sustainable development of the plus-size women's clothing market environment is slow and lacks a clear content direction.

Finally, consumer awareness needs to be improved.

Future marketing adjustments and approaches are critical to the continued development of China's plus-size market. Here are four important marketing tweaks and approaches:

First, brand international strategy: Brands can tap the uniqueness of Chinese culture and integrate it into brand design, publicity and marketing. For example, using historical elements to make fat the concept of beauty in the Tang Dynasty, cleverly integrate the tailoring design and historical elements of Tang Dynasty clothing into the brand promotion, so as to highlight the thousand-year-old Chinese concept of "fat is beautiful" with ancient charm in the international market. Create a different brand image on the Internet. At the same time, exploring the high-end luxury route is also a promising direction. Unique, sophisticated, and luxurious plus-size clothing emphasizing high-quality fabrics, craftsmanship, and unique designs This can attract high-end consumers and meet their needs for quality and fashion. Domestic plus-size women's clothing brands can hold high-standard plus-size model catwalk events to present high-end luxury plus-size clothing on the fashion stage at home and abroad. This can not only show the design level of the brand but also convey the concept and attitude of the brand and establish its influence in the international market.

Second, customer service optimization:

The development of a brand-specific virtual AI fitting simulator allows consumers to more intuitively see the effects of different clothing styles when shopping online. Through virtual try-ons, consumers can more accurately understand how clothes will look, helping them make better purchasing decisions. Providing a high-service caring experience in the brand's offline stores can make consumers feel the brand's care and professional guidance. Professional sales staff can provide consumers with personalized advice and assistance based on their needs and body types, enhancing their shopping satisfaction. Set up independent feedback accounts on mainstream e-commerce platforms and social media to collect opinions, suggestions, and feedback from consumers. In addition, the establishment of exclusive group chats can allow consumers to interact with them more privately, share brand information, and listen to their opinions. Create an independent brand community platform website, similar to social media platforms, but more focused on the life, fashion and interpersonal communication of plus-size people. On this platform, consumers can share their stories, experiences, build connections and enhance their sense of belonging. Encourage consumers to generate content on the site such as outfit photos, stories, reviews, etc. These contents can be shared on the brand's official account, allowing consumers to participate in the brand's content creation and enhancing consumers' sense of participation. Provide exclusive discounts and courtesies to participating and active community members so that consumers can feel their own value and importance [5]. This interaction can strengthen consumer loyalty while helping brands better understand consumer needs and expectations, thereby improving the quality of products and services.

Third, diversity promotion:

Brands should create diverse advertising content through diversified advertising and publicity, including models of various body shapes, skin colors, age groups and styles. Try plus size clothing that is not limited to youngsters. It can be plus size clothing for women of all ages. To show the diversity of plus-size women's beauty. It is even possible to tell the personal growth experiences, challenges, and failures of plus-size women through advertising storytelling. This approach can help consumers gain a deeper understanding of the lives of plus-size women and build emotional resonance. Cross-border cooperation with public figures, variety shows or representatives of other industries can convey the brand concept to a wider audience. For example, cooperate with Yang Tianzhen, Moringa and other influential figures who can represent plus-size women, so that they can display their brand concepts and attitudes in an entertaining environment of variety shows, and it is easier to win a kind of enterprise by exporting concepts and attitudes. image. Consider finding a female spokesperson with international influence to open up channels and influence in the

international market for the brand. Such spokespersons can convey brand value globally and attract more international consumers.

Forth, environmental protection and sustainability:

The brand concept has been increased, focusing on the concepts of environmental protection and sustainable green development. It has also launched a large-size product line made of environmentally friendly materials, such as organic cotton and recycled fiber, to reduce the impact on the environment. This sustainable product line can help brands establish a green image in the market. In addition to the product itself, you can also pay attention to the packaging [6]. Choose sustainable packaging materials, reduce unnecessary use of plastic, and convey the brand's environmental concern for the entire life cycle. Or hold a used clothing recycling event.

4. Conclusion

In the globalized market, Chinese plus-size brands currently have broad market support and a relatively stable consumer base. With the changes in aesthetic concepts and the popularization of social diversity, China's plus-size market has gradually shown its advantages through various channels, but it also faces a series of challenges.

First of all, Chinese plus-size brands need brand concepts that are more in line with Chinese characteristics and image. This includes not only clothing design but also fit with body image and values. Brands should respond more actively to the needs of plus-size consumers, convey positive aesthetic ideas, and even step onto the global stage. Beauty has no distinction of age, skin color, or gender.

Secondly, standardized service thinking is crucial to the success of plus-size brands. Brands need to provide high-quality, intelligent customer experiences to build customer loyalty. This includes aspects such as production technology, material selection, size accuracy and after-sales service.

Finally, marketing strategies that keep pace with the times are the key to the future success of Chinese plus-size brands. Brands must know how to market rather than do random marketing, whether it is new media or mass media, to establish deeper connections with consumers.

In conclusion, Chinese plus-size brands have great potential in the globalized market, but they need continuous innovation and improvement to meet the needs of modern plus-size consumers, even global plus-size brands. Future research will pay more attention to how Chinese clothing can make full use of its own advantages to thrive in the global plus-size brand economy and achieve sustainable growth.

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