

Analysis of Fast Fashion Brand Marketing Strategy Based on The Four Ps of Marketing ——Taking Brandy Melville as an Example

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ABSTRACT

Nowadays, China's clothing market has tended to be saturated, but as a new blue ocean field, "fast fashion" clothing brands have quickly opened up new markets in China. And The Marketing Theory of 4Ps guides the practice of most companies. This article takes Brandy Melville as a representative and uses the 4P marketing strategy model to analyze the brand from four perspectives: product, price, place, and promotion. It also focuses on analyzing the marketing strategy used by Brandy Melville from the perspective of promotion, and explores its overall marketing strategy. It can be seen that Brandy Melville uses its unique brand style and precise market positioning to combine with popular marketing and hunger marketing methods, and it has become a "dark horse" in the market when Chinese fast fashion brands are relatively saturated.

Keywords: Fast fashion, Brandy Melville, The Marketing Theory of 4Ps, Marketing strategy

1. INTRODUCTION

With the rapid development of the social economy and the rapid growth of the national economy, people spend more and more on clothing, especially the new generation of post-90s who are more enthusiastic about fashion fast-selling brands. In recent years, fast-selling brands have occupied a large number of China's apparel market. Affected by the coronavirus epidemic in 2020, the apparel market is in a slump. However, a fast-selling fashion brand called Brandy Melville suddenly exploded, sweeping China's social networks, and even brought a "BM style", attracted by a large number of young Chinese women. In pursuit, other brands are vying to imitate their brand style in order to get a share of the pie. Brandy Melville's explosion caused thinking: how does a brand with simple style and single style make girls scramble to buy or even spend high prices on purchases, and how to make various celebrity Internet celebrities get up and stand for it in person. Starting from the The Marketing Theory of 4Ps, this article analyzes the Brandy Melville brand, and studies how the brand uses its own characteristics and its reasonable marketing strategies to "become famous overnight" in the Chinese market where fast fashion brands are so saturated. In order to explore the reasons, the author first starts from the definition of

the basic. The Marketing Theory of 4Ps then analyzes the characteristics of the brand, and analyzes the use of strategies behind the brand's success in combination with marketing principles, and finally draws a conclusion.

2. FAST FASHION CLOTHING MARKET

Fast fashion is a sales model in which fashion apparel companies respond quickly to the fashion design of the show, and make products that closely follow the latest fashion trends, flow into the stores at low prices, and target mainstream consumers. The marketing strategy of the apparel market continues to spur young consumers, closely following fashion trends to stimulate their purchases. In the case of extremely demonstrating outstanding sales performance and business development capabilities, many foreign brands and local clothing brands have joined the fast fashion market. For fast fashion brands, the core competitiveness of fast fashion clothing brands has become the core competitiveness of fast fashion clothing brands based on actual reasonable pricing, creating a sense of scarcity, innovative channel operation mode and providing high-quality services.

3. DEFINITION AND IMPORTANCE OF THE MARKETING THEORY OF 4PS

3.1. Definition of 4PS theory

In the book "Basic Marketing: Management Methods" published in 1960, Jerome McCarthy first proposed the 4P factors of marketing mix: Product, Price, Place, Promotion[1].

Product is the axis of marketing activities and the primary factor of marketing. It can meet the needs of consumers, and it can be either a tangible product or an intangible service. Generally speaking, under the conditions of a modern market economy, companies cannot focus on the production and sales of existing products. Only by replacing old products with new products can they achieve greater development on the basis of survival. As an important part of the marketing plan, price decision is related to the profit of the enterprise. First, we must clarify the price target: cost, competition and demand, and then choose the pricing direction. But if products want to enter the market effectively, they must have a strong distribution channel, which refers to the entire experience path of the product flowing from the manufacturing company to the consumer place. Different promotion methods developed between different marketing channels have become an important way to expand product sales[2].

3.2. Importance

McCarthy believes that marketing is to meet customer needs and achieve various goals of the company. Therefore, it is not production, but the market decides what products should be produced, what prices should be specified, where and why they are sold or advertised. The Marketing Theory of 4Ps provides a systematic method for marketing management and planning, and its appearance is one of the important signs of the maturity of marketing theory. Whether it is the past, present, or future marketing decision makers must plan marketing activities according to the theoretical framework of The Marketing Theory of 4Ps. Without it, marketing activities will become water without a source and a tree without roots[3].

4. THE USE OF THE MARKETING THEORY OF 4PS IN BRANDY MELVILLE

4.1. Overview of Brandy Melville

Brandy Melville is a clothing brand from Italy, all of its clothing only produces S size, and is famous for "single size". The clothing uses black, white and gray as the basic color, and the price is relatively low. At the beginning of 2020, the "BM style" began to sweep across China and was enthusiastically sought after by a large

number of young Chinese women. Later, sales were driven by celebrities, Internet celebrity promotion, and social network sharing, which further opened up the Chinese market.

4.2. The Marketing Theory of 4Ps-Product

4.2.1. Single lady product, uniform style, accurate brand positioning

Brandy Melville's product categories only include women's clothing and women's accessories, which cover the needs of all seasons and fully cater to the needs of women's clothing. The design is simple but still girly. Most of the clothes are made of pure cotton, which is a good combination of sweetness, comfort and design. Its women's clothing mainly focuses on the single-girl American campus style, and the main target customer group is young women. There is no similar style brand in China for the time being, and it has formed a fixed, unified, ultra representative and distinctive brand style.

4.2.2. Single size

As its slogan says "one size fits most", all of Brandy Melville's clothing has only one size-s size, and it follows the short and tight design characteristics. It is like a brand only for "slim" women. The brand positioning of "one size fits most" has become a point of continuous exposure for Brandy Melville, but Brandy Melville uses this marketing point to see this slogan everywhere in stores and official websites, which has also become a feature of the brand.

It is precisely to cater to the "white, young and thin" aesthetics of some young women in China, to meet the needs of showing their bodies and to meet the herd mentality of some women, and the single size of the product is very popular. On mainstream social media, "BM style" has taken a place and has become synonymous with sweet-looking, slender and tall girls.

For the Brandy Melville brand, choosing to make only one size perfectly reduces manufacturing and management costs, avoids inventory risk pressure caused by size problems, and greatly increases profitability.

4.3. The Marketing Theory of 4Ps-Price

Brandy Melville's target customer group is young female consumers. The price of its clothing is basically RMB 100-300. For young consumers, it is a relatively reasonable price and belongs to the category of affordable clothing. The price of some single products is even as low as several tens of yuan. For consumers, compared to similar clothing brand products, their prices are more affordable to the people. The low price brings positive psychological hints to consumers, which greatly

promotes the possibility of consumer willingness and consumer impulse.

4.4. The Marketing Theory of 4Ps-Place

4.4.1. Offline location

Brandy Melville first opened stores in Shanghai, China and Beijing, China, aiming at the international level of these two cities and the number of target consumer groups. The offline physical stores are located in Shanghai Anfu Road and Beijing Sanlitun. Both locations are located in business districts with very high traffic. Both are places where local trendy men and women gather. It is easier to attract target consumers and use "trend people" to drive style fashion.

4.4.2. Online channel

The online channels of the Brandy Melville brand are mainly the popular domestic social platform "Xiaohongshu" and its official website in China. Among them, Xiaohongshu has become the main marketing position of the Brandy Melville brand due to its unique social, sharing and purchasing attributes. The official purchase channel for Brandy Melville in China is only the official website of China.

4.5. The Marketing Theory of 4Ps-Promotion

4.5.1 Celebrity marketing

4.5.1.1. The same style of celebrity internet celebrities, fan economy

Nowadays, the Internet has broken through the constraints of time and space, and the fan economy has been widely used in many fields such as culture and entertainment, selling goods, and providing services. The group effect and fan economy brought by celebrities are beyond imagination. Taylor Swift, Gigi, Ouyang Nana and other stars frequently appeared Brandy Melville's single products on the street, which greatly promoted fans' interest in the brand. Combined with the lower pricing of the Brandy Melville brand, you can get the same idol model for only one or two hundred yuan, which has greatly promoted brand exposure and sales.

These KOLs have a certain say and influence in the field of clothing and wear, and can have a greater impact on the words and deeds of others. They are different from traditional stars, but focus on a certain field and have a clear or professional personality. , Has many fans and great influence, generally has professional circle knowledge, stable and insightful content, and interest or talent in this area[4].

Brandy Melville brand uses the online platform to gather friends and fan circles through celebrity

propaganda, leveraging fan groups, and providing diversified and personalized products and services to fan users, which are ultimately transformed into consumption and achieve profitability.

4.5.1.2. KOL and KOC build momentum

Brandy Melville is a low-key company, "We pay attention to the authenticity of young people, do not advertise or use professional models." But it has a large number of fans in online stores and Instagram accounts, with an Instagram account of 3.95 million followers. Searching for "Brandy Melville" on Xiaohongshu has more than 10,000+ notes. From Brandy Melville's Instagram account to Xiaohongshu's notes, the users displayed are tall and slim. Most of these followers are young women born in the 90s.

It builds its own fan circle through social media, takes pictures with the better amateur images of models wearing Brandy Melville clothes and spreads them through social media, in order to attract more young female users. Their continuous spontaneous joining and dissemination have made the brand's popularity continue to increase.

In social media marketing, Brandy Melville is clearly aware that the combination of KOL+KOC will bring higher benefits. In the context of the information explosion, the path for consumers from contacting and understanding to purchasing products is rapidly shortening. The unique advantages of KOL and KOC can better convey product information to consumers and become an important bridge connecting brands and users. KOC allows consumers to obtain product information more quickly, accurately and comprehensively. KOL makes consumers more trust in product information, because KOL is authoritative in this field. The effective combination of the two can better promote consumer purchase decisions, increase user purchase rates, enhance brand awareness and establish brand reputation[5].

The Brandy Melville brand focuses on word-of-mouth marketing, and uses social software to link a large number of wearable KOL, KOC and amateur accounts to collectively build momentum and store sales, build a good reputation for the brand and capture the minds of consumers.

4.5.1.3. KOS training, mutual benefit and win-win

KOS, "Key Opinion Sales", refers to key opinion sales, especially strong content creators with professional sales capabilities and a large amount of industry and brand knowledge reserves. Most of the Brandy Melville brand's shop assistants have gone through the stage of changing from amateurs to internet celebrities. Their recruitment standards have completely succumbed to the aesthetic trend of today's China. Coupled with the popularity of the brand, it is normal for shop assistants to

change their status on social networks. Brandy Melville trains shop assistants to become internet celebrities, and at the same time puts the label of Brandy Melville for internet celebrities. Both parties are mutually beneficial and win-win.

For the Brandy Melville brand, the clerk with the "net celebrity" label can not only attract offline traffic, but also can act as KOS on social media platforms to bring goods for Brandy Melville. From the perspective of the clerk, the clerk obtains offline exposure through Brandy Melville and obtains the "beauty certification" of Brandy Melville to better develop social media accounts. Among them, the psychology of showing off also plays a role. The psychology of showing off results in more emphasizes on the performance of psychological satisfaction rather than the practical components when the consumer purchases goods, which caused a lot of blind consumption[6].

4.5.2 Hunger marketing

4.5.2.1. Limited supply stimulates consumption

The Brandy Melville brand has been famous in China for about two years, but there are still many kinds of complaints about the new speed of the official website and the small variety of goods on various social media. In fact, Brandy Melville has only one official sales platform in China, the official website of China, and its hot-selling products are that Brandy Melville deliberately lowers the supply to create the illusion of "supply exceeds demand" and "scarce products", thereby achieving the intention of reversely stimulating consumer purchases.

4.5.2.2. Impulsive consumption may be added from time to time

In its limited sales platform, the Brandy Melville brand has carried out new and replenishment activities from time to time. If you want to obtain products from official channels, you must spend time and energy "squatting" on the products. Once there are new products, these unconsciously invested time and energy costs will increase the possibility of consumer impulse.

5. MARKETING ADVICE FOR FAST FASHION BRANDS IN THE CHINESE MARKET

Brandy Melville has become a rising star in China through marketing, but it has also caused controversy due to excessive marketing, criticizing the quality of its clothing and thinking that it promotes a "thin and thin" single aesthetic.

Although a single size has brought about a reduction in costs, it has not only caused controversy over the brand concept, but also lost some customers who "want to try but did not have the right size". For such a high-profile

brand, it is necessary to carefully weigh the two Between pros and cons.

Secondly, although there will be new items every month, each piece of clothing has very little inventory. This kind of "less is more" hunger marketing measure, although it is very good to stimulate consumers' desire to buy. However, the needs of target consumers should be considered, reasonable prices and marketing methods should be formulated, and the purchase volume should be increased, so as to speed up the return of funds and expand the reproduction of enterprises.

Finally, the Brandy Melville brand has been criticized the most for the quality of the clothing and the lack of professionalism of the "net celebrity shop assistants". Both of these problems can be attributed to the brand's choice of focusing more on marketing rather than quality and service after tasting the rapid benefits brought about by the explosion caused by marketing. Therefore, there are now a lot of criticisms on various social platforms. It can be reflected from its experience: everything is too late, and the same is true for marketing. Regardless of marketing and what kind of sweetness you have tasted from marketing, you will ultimately have to return to the product itself.

6. CONCLUSION

This paper uses the marketing theory of 4Ps to illustrate the specific strategies Brandy Melville uses in marketing. Since 4P theory is the most basic framework in marketing theory, the article only briefly analyzes the brand's marketing strategy based on the 4P framework, and does not use other models to make a more detailed analysis of it, and The lack of objective data support is just an analysis of the marketing strategy of the Brandy Melville brand in China. In order to overcome the above shortcomings, data can be collected in a variety of ways such as questionnaires, and other models in marketing can be used for more detailed analysis to obtain a more complete and comprehensive analysis conclusion. The future research direction mainly focuses on the interpretation and analysis of the marketing strategies of fast-selling brands in the Chinese market, learning and absorbing successful marketing cases, analyzing and reflecting on failure cases, and gaining a deeper understanding of marketing

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