



Research on the Characteristics of Trendy Brand Clothing Consumption Behavior and the Formulation of Marketing Strategies

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Abstract. With the rapid growth of social media, the young can learn much fashion information worldwide. At the same time, along with the rising consumption level and the re-emergence of street culture, trendy clothing is gradually becoming a hot spot for everyone's attention and consumption. Some fashion brands are popular with young people. Meanwhile, China's domestic fashion brands are also developing rapidly. Many young people recognize many creative China trend brands and gradually go to the international market. However, the current development of China's domestic fashion brand is not mature enough, and there are still a lot of problems in the design and marketing. This paper focuses on developing China's domestic and foreign trendy brand clothing by analyzing some consumer behavior of trendy national consumers. Moreover, this paper analyzes the current situation of China's domestic trendy brands and the problems that arise in the development and then puts forward the corresponding marketing strategies to make China's trendy brands develop better.

Keywords: Domestic trend brands, Customer behavior, Marketing strategies

1 Introduction

1.1 Research background

The United States is the origin of global trend culture, of which the trend culture status of the origin of the higher Japanese hip brand - Harajuku, is also influenced by the United States to its occupation. Fashion brand refers to some original brands with unique design styles. The design shows the designer's usual attitude to life and thought content. Some of the domestic fashion clothing is also designed on the model of American brands. American trendy culture originated from local street culture, such as graffiti, skateboarding, Hip-hop, and so on. Some trendy brands are also inspired by the daily wear of these young people who love street culture [1]. Such as some brands that many young people like, like, Supreme, Bape, Stussy, undefeated, and Vans. In recent years, due to the increasing taste and demand of people, more and more young people

will start to understand the culture of these trendy brands and have even started to collect some trendy items such as shoes, handicrafts, etc. Trendy culture has become the hottest topic all over the world. At the same time, the domestic fashion culture has a very rapid development and also produced some new designs and national characteristics of the trend brands. Coupled with the popularity of some street culture-related variety show like the rap of China and Street dance of China and the enhanced ability of some influencers with many followers to bring their items, many young people will start to buy trendy items and imitate their outfits. Before that, people may pursue fast fashion brands like Zara, H&M, and UNIQLO; as opposed to these brands, trendy brands may be the front-end trend in the fashion world [2].

In recent years, street culture in China has continued to be popular. China has also appeared in some very creative, thoughtful brands, like the brand created by famous singer Edison Chen-- Clot and the brand Madness created by the Hong Kong popular actor Shawn Yue. These two brands are a certain degree of popularity. Edison Chen even pushed Clot to the world, opening his stores in Spain and France. In the clothing design, there are not only street culture but also some Chinese cultural elements in the fusion to promote Chinese culture to the world. In recent years, Clot, also co-branding with Nike, launched various sneakers, exploring the world. It can be said that Clot is the leader of our fashion. In recent years, more and more celebrities started to open trendy stores based on their high attention spans. According to a report, superstars only rely on their traffic without focusing on the quality and design of clothes. Many cannot produce their own, and they are OEM production. Even some superstars are not involved in the design and production, so it isn't easy to do a long time. The physical stores have also closed down one after another [3]. Relying on visibility alone is not enough; the brands that want to last need to have elaborate design, focus on the quality of the clothes and meet customers' needs.

Nowadays, trendy clothing in our country is still very marketable, and many young people are very much in love with this trendy culture. However, at present, most of China's domestic trendy clothing brands have many problems in design and marketing, there is the problem of copying the typed version of foreign trendy brand clothing, and there is an obvious lack of originality in the ability. By imitating the design and pattern of some well-known foreign clothing brands, trendy domestic brands attract consumers with relatively lower prices.

1.2 Literature review

Zhang proposed that any culture is a niche culture gradually developing into popular culture, and trendy clothing is no exception. Trendy clothing, whether from the brand or the design of clothing, reflects not only the aesthetics of young people and the understanding of fashion but also expresses the kind of freedom in life and constantly innovative attitude to life. More precisely, the trendy brand of clothing design more accurately represents young people's ideas, and the trendy brand is more focused on the inspiration of the design and the joy experienced in the design process. The meaning of these trendy brands is to tell young people to learn to express themselves and to dare

to express their ideas to impact society positively. More importantly, young people's aesthetic and consumption level has increased [4].

Michael R. Solomon argues that because young people are constantly innovative and brave to try new foods, they will dominate the consumption behavior of society. In Lee's study, it is stated that if young people have the right concept of consumption, this will promote the trendy brand to develop in a positive direction. Trendy culture is an important part of consumer culture, and hipster brand is a new area in the market economy. From creating a trendy brand to designing clothing, it can reflect the contemporary thinking of young people and the local city culture. At the same time, nowadays, the Internet is developing rapidly and spreading culture faster and faster, so a positive trendy brand will guide young people in a good direction and establish a good consumption concept [5].

1.3 Research framework

This study will first make a brief explanation based on the current development of China's fashion brands. Based on the industry analysis, this paper aims to point out the problems in the current development stage, in which a brand will be cited as a case study, and make the corresponding marketing strategy to provide some suggestions for development.

2 Method

2.1 Investigation and research method

The investigation and research method involves obtaining relevant materials directly through investigating and understanding the objective situation and analyzing these materials [6]. In this paper, we analyze the shopping evaluations of consumers who bought China's trendy clothes to understand the points that consumers are currently satisfied with and dissatisfied with China's trendy clothes. Then, this paper will find common points from these views, identify the problems at this stage, and then improve them through negative consumer reviews to make trendy clothes that meet the shopping needs of today's youth.

2.2 Case study

A case study is an empirical inquiry that investigates the contemporary phenomenon in its special real-life context [7]. The article will analyze the problems in the marketing strategy by analyzing the consumer behavior and the marketing pattern of the famous American trendy clothing brand-supreme as an example. From this, we can see the problems of this brand and infer the problems of most of the current trendy brands in terms of marketing.

3 Result

3.1 Current development of China's fashion brand compared with other countries

With the popularity of several variety shows, such as *The Rap of China* and *This is Street Dance*, more and more young people in China have started to get in touch with street culture and love it in recent years. All kinds of trendy clothing have started flooding into the Chinese market, while Chinese trends such as *INNERSECT* have emerged. This trendy culture also gradually adapted to Chinese culture and gradually formed a trendy Chinese clothing style, so more and more of China's trendy brands were created. China's trend brand has also been developing rapidly recently, and college students are the main consumer target.

Clot, created by Edison Chen in 2003, is one of the successful cases of China's trendy brand clothing, which has stores in Spain and France, so it can be said that it is the best brand to promote trendy Chinese clothing. The Clot has unique creative inspiration and is good at combining street culture with some popular elements, especially integrating Chinese elements. Many Chinese elements can be seen in the single products that cooperated with other trendy brands, such as the sneakers that cooperated with Nike and the dolls that cooperated with Levi's. It can be said that Clot has spread Chinese culture to the world and let the world see the unique style of trendy Chinese clothing, and it also has a high status among the brands of global trendy.

In addition to Clot, some new trendy brands, such as STA from Xi'an, are also popular among young Chinese people, and STA can be said to be one of the most well-known brands in China. The brand was created in 2007 and covers music, food, beverage, street culture, etc. The design of STA's trendy clothes is combined with Chinese traditional culture. The style also represents the spirit of young Chinese people who bravely innovate, fight, and defy defeat. STA often holds some offline activities for new products, and every time there are crowds of people, some clothes are sold out in a very short time. At the same time, these activities also give young people who like Chinese trends and culture a chance to communicate with each other. At the same time, young people's ideas are also constantly enriching this trendy culture. Because the number of people who pay attention to the trend culture is increasing, the design style of trendy clothing is also various, and young people will continue to exchange their views. What's more, trendy clothes can also be a way to communicate with foreign cultures, and the trendy culture of each country can influence each other to make this culture more diversified.

As China's trendy clothing is in the development stage, compared with the trendy clothing in Europe, America and Japan are still not mature enough, mainly in terms of design. Currently, the vast majority of Chinese trend brands are copying the phenomenon of high-profile foreign brands; there is no good originality, including in the design of clothing patterns. If you do not have a good original design ability, trendy Chinese clothing is not sustainable development. Xu's study analyzed that in terms of design style, China's domestic fashion brand clothing is very similar to Japanese trend brands, mainly based on simple patterns, and the design style of Europe and the United States

is very different. Compared with the trendy clothes of Europe, America, and Japan, the design of China's fashion brand is not so mature and lacks certain creativity. The first point is that the design of women's T-shirts is very lacking, and the variety of clothing styles is not as wide as European, American, and Japanese brands. The second point is that the design recognition of China's fashion brands is not enough; they can not clearly express the attitude and personality that they want to express. At the same time, there is a lack of grasp on some patterns with strong national characteristics. China's domestic trends in clothing should improve relative to the above situation [8].

3.2 Consumer behavior analysis

According to some studies, the concept of consumption by young people is also changing with the continuous development of society. They may like fashionable clothes as long as they look good, nowadays young people tend to pursue unique and trendy clothes, to be different from others. They no longer pursue the practicality of clothing but pay more attention to the personality of clothing, whether they can better show themselves. Due to the rapid development of social media nowadays, people have a variety of platforms to show themselves, among which the trendy brand also provides a platform for young people to show their personality and express the attitudes they want. Unlike fast fashion clothing, trendy clothing has more personality and more independent and innovative design, so the consumer group of trendy clothing is mainly college students.

Take the example of a famous American trendy clothing brand, Supreme, which Jame Jebbia created in 1994. The consumers tend to be the young, mainly the 16-30 years old lovers of street culture trend enthusiasts. From the beginning, the brand determines the hobby of skateboarding young people as the main consumer, clothing mainly street culture, and design is mainly paste design. Supreme is usually printed on the clothes of some classic paintings, showing the 90s American style.

The marketing strategy of the Supreme brand is to make things rare and precious and co-branded with major luxury goods. Supreme goods are offered only once and in small quantities. This approach will make consumers feel that the brand is unique and precious, which will increase the desire of young people to buy because every young person wants to be different and have something that most people do not have. And supreme will often be co-branded with luxury goods, such as Louis Vuitton, so that not only can increase the brand's visibility and conversation but also increase the scarcity of goods. Let consumers think that the goods they buy are unique [9]. Today's young people love to consume and pursue rebellion simultaneously and like to hold an anti-commercial attitude to shopping. Supreme's brand concept fits the needs of this group of rebellious trendy people [10]. At the same time, this leads to the high prices of Supreme clothes in the secondary market. A piece of clothing can be much more expensive than the original price, and even some very ordinary things will increase in price as long as they are printed with the Supreme logo.

This marketing model can lead to a bad consumer outlook among young people, who are not in pursuit of the shopping experience and are not concerned about whether the goods are worth drawing so much money, but rather care whether the clothes are lined

up to wear. Supreme goods are priced several times or more than others of the same type, but the quality is not worth the price. Some young people have even poured out of their families in pursuit of these goods that make them look unique.

Since the consumers of supreme are those young people who have individuality and rebelliousness, some of the clothes or goods of the Supreme brand will have many criminal elements and some uncivilized words. This may lead many young people to have a certain misunderstanding of trendy clothing and may even lead some young people to do something wrong and have a negative impact on society and the culture of this trend [11].

4 Discussion

4.1 Tide apparel should pay more attention to quality and cultural connotation when designing

Tide clothing is mainly T-shirts, sweatshirts, and baseball caps; the version is mainly loose. Compared with other clothing, the variety of tide clothing is not wide enough. So to distinguish itself from other types of clothing, tide clothing should pay more attention to the quality of clothing and the cultural concept behind the brand.

First, the quality of the clothing is a very important factor in determining the impact of the brand. A good clothing brand should not attract consumers by lowering the quality and price. Trendy clothing should be made from materials, patterns, and clothes to gain consumers' favor.

Second, trendy clothing is fond of cooperating with other famous brands to launch some limited products to stimulate consumption, such as Nike, Adidas, Vance, etc. These goods are sold out quickly once they are on sale. Some people even see these limited edition products as business opportunities, purchasing them in large quantities at the original price and then reselling them to these trendy culture lovers at a very high price. This is not conducive to developing trendy clothing culture. The brand can hold some activities when selling such limited products so that these products are given to the people who love these cultures. For example, when offering limited edition skateboard-related clothing, the brand can hold some skateboard-related activities, allowing participants to make specific moves with the skateboard to get these items. This will allow participants to understand the culture better and give these limited-edition clothing items to people who love these cultures.

Third, the design should be unique and can form its own brand culture. Now, most of the trendy clothing brands in China exist to copy the good trendy brand clothing of other countries' pattern design phenomenon, and then through the relatively low price to attract consumers. But this kind of brand development will not be long enough, and consumer loyalty is not high. So look for a design team that is extremely creative and has a design style that can represent the thoughts of today's youth.

4.2 Price positioning

More styles and less stock mainly characterize tide clothing, so the price will be a little higher in comparison. Today, there is a lot of trendy clothing by people hype, resulting in some clothing prices being very high. But a lot of young people's desire to shop resulted as the trendy clothes are now mainly consumed by college students, the pricing of trendy clothes should be combined with the consumption situation of contemporary young people. Hence, the price should be reasonable, do not wantonly hype, give young people a good shopping environment, and the formation of a positive consumer outlook.

4.3 Promotion strategy

4.3.1 Cooperation with top-stream stars.

The brand can launch some cooperative products by cooperating with some top-stream stars. When these stars wear walking on the street, it can improve the brand's popularity and will promote a large number of fans to consume, bringing good sales.

4.3.2 Social media.

As the network is more advanced, trendy clothing brands can publish information about their products on social media. They can release some wearable pictures about these products and consumers in the media to interact, exchange opinions, improve consumer satisfaction, and at the same time continue to improve their products.

5 Conclusion

Due to the rise of trendy culture in China, more and more people gradually understand this culture. China's trendy clothing is in the stage of development compared with the trendy clothing in Europe, America, and Japan. Trendy clothing brands in the United States and Japan had developed from 1960 to nowadays, while trendy clothing brands in China only started to become popular in 2018, so they are not as mature as the trendy brands in Europe, America and Japan. China's trendy clothing has a relatively large problem in the original creation ability, and there is a serious phenomenon of plagiarism. And this culture is now a relatively niche culture, and the audience group is mostly young people. Trendy clothing design in the pursuit of individuality and innovation simultaneously positively impacts young people's values and consumption. According to some e-commerce platform data, China's trendy clothing consumer group is concentrated in the 15-35 years old, of which 25-30 years old is the highest consumption level of the group, the consumption scale reached 37%.

This paper points out the current problems in developing trendy clothing in China. It points out that some trendy clothing brands' marketing strategies negatively impact young people's consumer outlook. It also gives the corresponding improvement measures, which are beneficial to the development of the immature trendy clothing brands in China, and also make the trendy culture in China can positively influence the young people.

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