Analysis of Chinese Clothing Brand Marketing Strategy in the New Media Time

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Abstract. In the context of the digital economy, the number of China's short video users exceeded 1 billion for the first time in 2022. What's more, user activation and stickability maintained a very high level and the use time of short video is higher than other applications. With the continuous optimization of short video software, the platform functions are more comprehensive and diversified, which has a huge impact on the development of China's garment industry. According to Feigua data, sales of Douyin (the Chinese version of Tiktok) in the clothing category in October increased by 300 percent from the same period last year. By consulting a large number of business research reports and reference books, this paper analyzes the characteristics of China's new media platforms, selects three successful marketing cases on new media platforms to analyze and summarize the current marketing strategies that clothing brands should carry out in the new media time, and puts forward suggestions for other clothing brands.

Keywords: New media time; Short video; Chinese clothing industry; Marketing strategy

1 Introduction

Nowadays, short videos are ubiquitous in our life. Whether it is the App with short video as the core, or the mainstream social communication software such as Wechat, micro-blog, or even the community shopping software such as XiaoHongshu and Posh-markInc, people could find short videos on these software. The report shows that as of December 2022, the scale of China's Internet users is 1.067 billion, an increase of 3.4% year-on-year, among which the scale of short video users has risen rapidly, from 648 million in 2018 to 962 million in 2022(can be seen in Fig 1), an increase of 8.3% year-on-year, and the usage rate is as high as 94.8%, an increase of 4.3% year-on-year [1]. According to the "China Mobile Internet Annual Report 2021" released by Quest-Mobile, the usage rate of short video platform users has increased from 76.1% in 2016 to 90.5% in 2021, and the use time of short video has surpassed instant messaging, becoming the field that occupies the longest time of people's network (can be seen in Fig 2). As of December 2021, the user stickiness of short video exceeded that of other industries, increasing by 4.7% year-on-year, and the total time used accounted for

25.7%. It can be seen that short video has become a time black hole for China's mobile Internet in 2022.
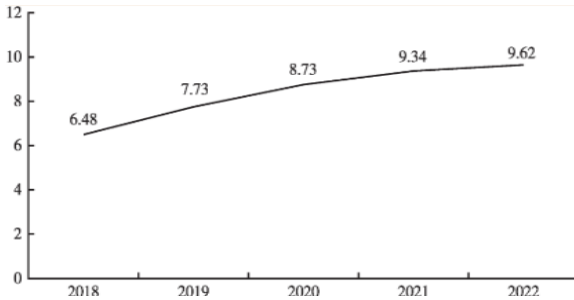

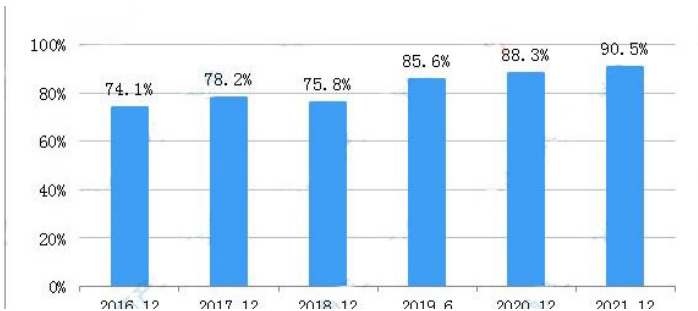**Fig. 1.** The number of short video users

Fig. 2. The usage rate of short video platform

With the continuous evolution of the functions of short video apps, the platfor m content is more comprehensive and the functions are more diverse, among whi ch the economic functions are increasingly apparent, which has a huge impact on China's social development and industrial development. According to Cao Yi, it c ould greatly increase the efficiency of enterprise publicity, the ways of enterpri se planning, operation and publicity, and reduce the publicity cost [2]. From 20 17 to 2021, the market size of China's short video marketing industry increase d from less than 50 billion yuan in 2017 to 250 billion yuan in 2021 (shown in Fig 3). In 2022, known as the "first year of e-commerce" of short video pl atforms, the transaction volume of live e-commerce reached 3.43 trillion yuan, an increase of 34% year-on-year, and the proportion of online retail sales incre ased from 19.2% in 2021 to 25% [1]. According to the 48th Statistical Report on the Development of Internet in China released by China Internet Network I nformation Center (CNNIC), as of June 2021, the number of online shopping users in China reached 1.032 billion, an increase of 42.96 million compared wi th December 2020, accounting for 80.3% of the total Internet users. More and more consumers tend to shop online. Compared with December 2020, China a dded 21.75 million Internet users, and the number of Internet users was 1.011

billion, an increase of 1.2%. According to the "China Short Video Industry Ma rket Prospect Forecast and Investment Strategic Planning Analysis Report", fro m 2016 to 2021, the market size of China's short video industry continues to expand, rising rapidly from less than 20 billion yuan in 2016 to 291.64 billion yuan in 2021, an increase of 42.17% (shown in Fig 4).
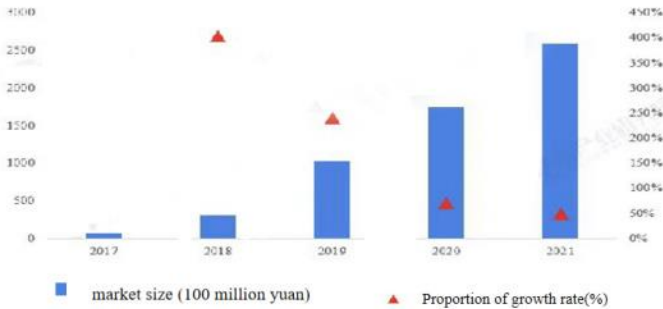

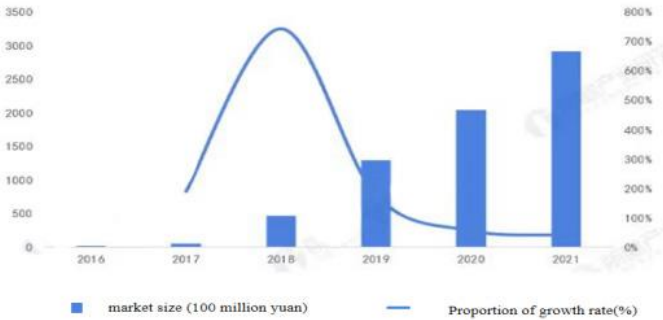**Fig. 3.** The market share of China's short video

Fig. 4. The market share of China's short video marketing industry

The 100 billion netizens constitute the largest digital society, which provides a good foundation for the digital transformation of China's garment industry. As of June 2021, the number of online live broadcast users in China reached 638 millio n, an increase of 75.39 million year-on-year, accounting for 63.1% of the total Int ernet users, of which the number of apparel e-commerce live broadcast users was 384 million, an increase of 75.24 million year-on-year, accounting for 38.0% of t he total Internet users [3]. In this national e-commerce environment, the use of sh ort video platform for brand marketing has become the consensus of various indu stries, which is also true of clothing brand marketing. Under the new media envir onment, information is transmitted with fast speed, high efficiency, wide audience and accurate positioning. Depending on the new media, clothing brands can chan

ge the traditional marketing mode, clarify their own positioning, build independen t and unique brand image. What's more, clothing brands could develop online an d offline channels, pay attention to consumer market demand, and use various ne w media to achieve the goal of precision marketing. Thus, the brand reputation a nd popularity can be enhanced, and the market competitiveness of clothing brands can be greatly enhanced [4].

2   The characteristics of new media platforms in China

Up to now, there is no unified definition of new media in academic circles, which is defined relative to traditional old media (radio, newspapers, television, etc.). The three information transmission links of information source, channel and target audience are the embodiment of the communication process of traditional media, that is, information is produced from the source, transmitted through the channel, and then received by the believers [5]. New media has broken this law and also changed the positioning of various roles in this process. Target audience no longer simply receive information, but become sources of information, both producing information and transmitting and receiving information. The emergence of new media has changed the way people work and live, and also changed the way, scope and effect of enterprise marketing. The marketing communication value of new media has received much attention from some well-known enterprises at home and abroad, which has made use of new media to carry out marketing and achieve good results [6].

2.1   The diversified media platform

At present, a wide range of entertainment software has got the ball rolling, and new media platforms have diversified, including social media, vertical media, search engines and so on. People usually contact and communicate through wechat, QQ, Momo, Tantan, Weibo and other new media, and use Tiktok, Toutiao, Kuaishou, Bilibili and other applications to obtain, analyze and share relevant information [7]. People's daily lives cannot be separated from these platforms, so marketers are also concerned about these channels that can reach their target groups. At the same time, depending on the connectivity and network between people, most people will share with friends through social media, or use search engines, vertical media and other ways to answer questions, so the new media platform has the characteristics of fast transmission of information and wide range of acceptance, and can accept the marketing content that the brand wants users to know in many aspects

2.2   The specific target audience

New media marketing is mainly based on the Internet, mobile media and digital media technologies, and carries out some marketing activities in the network environment, such as public relations, advertising and product promotion, etc. The remarkable feature

is that it is based on the network technology platform and focuses on the user experience [8].

In traditional marketing channels, people mostly use simple ways to promote a nd publicize such as issuing leaflets and platform charging promotion, which are not targeted and have unsatisfactory results [9]. However, in new media marketing, whether it is a key on a portal website or a keyword in a search engine, user's o peration can be recorded. And every need and potential consumer desire can be r ecorded, calculated and reasoned. These accurate information can help the brand f igure out the user's demands, so as to provide users with more personalized servi ce. In addition, the user portrait constructed by each enterprise is also a very imp ortant database. The consumer information in the database can be better used to i mprove products, serve consumers, increase consumer recognition, precise marketi ng, and improve the conversion rate of users. Of course, the use of data needs to be carried out on the basis of legal and reasonable and respect for consumer priv acy.

2.3   The reduced publicizes cost

Compared with traditional marketing, the cost of new media marketing is lower. In addition, in new media marketing, the number of users attracted by quality content may be small, but the loyalty to the brand is high. What's more, the content of new media can be text, video, H5 and other forms. At present, among new media users, users aged 20-39 occupy a dominant position, and the proportion of users over 50 years old is increasing year by year (shown in Fig 5). New media publicity methods have their own characteristics, which satisfies the preferences of various stages and meet the infor-mation acquisition needs of multiple age groups. Therefore, new media marketing should be the marketing method considered by clothing brands. It can contain a lot of rich content and attract attention and can accurately position the marketing object, so as to tap customers and expand the development in the later stage.
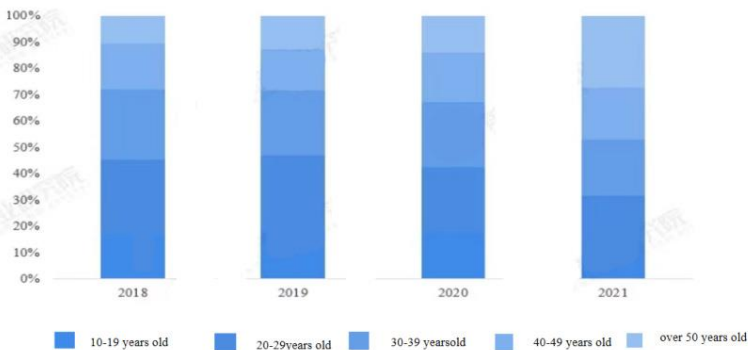

Fig. 5. The proportion of new media users of all ages

3   Analysis of clothing brands on new media platforms in China

In recent years, the influence of new media on the development of the clothing industry cannot be underestimated. All new media platforms, such as fashion blogs, wechat public accounts, fashion channels, fashion shopping platforms and short video apps, not only disseminate fashion information, but also influence the fashion industry. How to improve the sells of clothes based on new media is a question worth thinking about.

3.1   Bosie

Bosie is a Chinese clothing brand aimed at young people who prefer neutral looks. Among Bosie' s customers, 70% are born after 1995 and 20% are born after 2000. Bosie pays attention to the quality assurance and feedback of consumers, regularly conducts questionnaires and return visits to consumers, and uses the background data of Tmall to obtain very specific consumer insights, such as comprehensive information such as users' age, region, gender, purchasing ability, interest and preference.

   From the perspective of marketing, Bosie is the first brand in China to put for ward the concept of "genderless". The advantage of genderless clothing in the su pply chain is mainly to bring efficiency improvement. Bosie can produce 5 sizes of the same clothing, maximizing the sales of the same product, sharing the cost of design and production of products, reducing inventory, and streamlining SKUs to optimize the entire supply chain. Secondly, Bosie began to enter new media pl atforms, such as Douyin, Xiaohongshu, bilibili, etc., which eliminated the gap bro ught by region to a certain extent. In March 2018, the newly established Bosie p articipated in a fashion week in Shanghai and was selected by the merchants of t he Tmall men's platform. In the first month on the Tmall, Bosie's sales reached 100w, and then the monthly growth rate was 40%-50%. Finally, Bosie will focus on demands and interests of different groups. For example, when cooperating wit h the bilibili uploader, it is more important to see whether it is interesting and di stinctive than the number of page views. In addition, Bosie's cooperation objects are not limited to fashion bloggers or LGBT circles, but will try to contact a wid e range of diverse people, such as straight men, doctors, teachers, music area upl oaders, dance area uploaders and so on. Only through enough diverse individuals can we maximize the inclusion of Boise's brand.

3.2   F426

F426 is a Chinese fashion brand. It not only in 2022 to create a monthly sales of 500,000 pieces in the Tiktok platform, but also won the 2021 Top Ten Tiktok brand award commenced by the Tiktok e-commerce. Product strength is the core advantage of F426. The brand will strictly control product quality, and the warehouse inspection rate is as high as 30%, which is one of the reasons why the word-of-mouth score of F426 Tiktok store is as high as 4.98. Except this, F426 adopts a set of BI system to deal with the inventory

problem. This replenishment system will calculate the replenishment quantity according to the clothing sales planning, shipping time and daily sales volume, and solve the inventory problem relatively scientifically.

From the perspective of marketing, in 2021, F426 found Nic, the celebrated streamer of Tiktok, to sell his products through live stream. Just one night, the short sleeve with a unit price of 129 sold thousands of pieces. F426 immediately decided to enter the Tiktok e-commerce, as of 2022, the brand's performance in Tiktok e-commerce has accounted for 1/3 of the overall sales. In February 2022, it created the peak monthly sales of 500,000 pieces. Because the selling logic of Tiktok e-commerce is different from that of other platforms, it does not need to invest a lot of effort in the early stage to achieve gradual growth, but as long as there is a hot sale in vogue.By this way, it can achieve extremely high exposure efficiency in the short term. As long as there are good explosive products, through accurate flow distribution, streamers can sell more than 10,000 pieces of clothing on the same day. Secondly, F426 also carried out key business layout in the Tiktok Mall, doing a good job in search optimization, product supply, store decoration and member operation. All of this contributed to the transaction from the mall exceeded one million in August 2022. The most critical element of F426's rapid rise in Douyin is to make good use of the strong transformation ability of self-broadcasting. The brand began to do self-broadcasting at the beginning of July last year, and currently has 4 matrix numbers, which will be gradually reduced to 2-3 in the later stage. The number of matrix numbers has a strong correlation with the brand population portrait.

To summarize the key experience of F426 in the improvement of self-broadcast ROI, there are two main points. First, there must be enough products and categories. The second is the streamer, excellent streamers can double sales. In addition, the success of F426 also benefited from the strong support policy of the brand project. The brand has not only received a series of incentives from the service providers, but also obtained a large number of exposure positions and new rights and interests in the theme activities held in Tiktok e-commerce.

3.3   TEENIE WEENIE

TEENIE WEENIE is wholly acquired by Chinese Jinhong Fashion Group Co.,Ltd. in 2017. Brand with unique bear character image has deeply rooted in people's hearts. Since the outbreak of the epidemic, the clothing brand TEENIE WEENIE has continuously accelerated online service, solving sales problems with the Internet model and forming a set of brand self-broadcast models that do not seek sales at low prices.

In terms of marketing, TEENIE WEENIE uses a data-driven business model. First, TEENIE WEENIE split its online and offline platforms. The brand does not generally regard all platforms as the same online channel, but further pointedly divides it into Tmall, Tiktok e-commerce, Vipshop and other platforms according to their different characteristics. Each platform represents a group of specific consumer groups, and develops different products and market strategies according to the characteristics of each platform. Offline service also adopt the similar strategy.

For a specific sales channel, TEENIE WEENIE will make up its selling strateg y according to its characteristic. Taking the direct broadcasting room of Tiktok as an example, the brand will set different product lines at different times, and disp lay them in different scenes according to different consumer groups, so as to mee t the segmented product needs of customers and get close to different consumptio n scenarios. In addition, TEENIE WEENIE chose Ruth Zhao, a popular spokespe rson for young consumers. When the new products of the youth campus style seri es are launched, the brand continues to exert the "youth style" video content by v irtue of the characteristics of the spokesperson, and accelerates the planting and tr ansformation of the core audience with the appeal of the star.

4   Suggestions for other clothing brand

Based on the above analysis of three clothing brands, this paper summarizes the key factors for clothing brand success by new media marketing, and puts forward three suggestions for other clothing brands.

4.1   Brand focus on the consumer's interest

In the Chinese market, consumer's behavior is changed faster than two years ago, which can be supported by that from first-tier cities to third-tier cities are used to the conven- ience of takeout, online shopping, and live streaming. This requires brands to adapt to the current user shopping habits. Secondly, consumers' interests are more diversified and they prefer benchmarking products. In addition to the product itself, they pay more attention to the content attributes attached to the product. This content attribute can come from the product itself, or it can come from the interesting content created by stars and Internet celebrities based on the product. So now there are more and more consumers in the process of watching live streaming, watching short videos to buy goods because they are attracted by the content attribute of the product. The third point is self-pleasing consumption. Take clothing as an example, JK uniform (Japanese fe- male high school students' school uniform style), Han Chinese clothing and other niche style clothing has been adopted by more and more consumers, and young consumers are willing to wear such clothing to go out. This means that young people are more willing to show a different version of themselves. Therefore, when brands design their clothes, they need to pay more attention to consumers' self-pleasure and self-apprecia- tion, and invest more marketing in this part.

4.2   Build a boutique IP account

In the era of new media, brands should adopt a more refined and more data-oriented operation model. First, clothing brands should separate their online and offline plat- forms. Brands should treat different platforms according to their different characteris- tics, for each platform represents a group of specific consumer groups. Using the DTC model, which is directly connected to consumers and based on consumer insights,

brands need to invest more time and effort in consumer research and feed back into product planning, design, production and operations. Taking the brand Tiktok e-commerce broadcast as an example, the brand will set different product lines at different times, and display them in different scenes according to different consumer groups, so as to meet the segmented product needs of customers and get close to different consumption scenarios. At the same time, the IP image of the brand is used to integrate IP into the content of different scenes. In addition, the brand can also choose young consumers favorite stars as spokespersons, with the appeal of stars to accelerate the sales of products

4.3   Pursue healthy and sustainable development

From consumer e-commerce to interest e-commerce, market changes will inevitably give birth to new vents, bringing explosive short-term growth. At this stage, some brands only regard Tiktok as a price-oriented clearance channel, and the dividend period of live broadcasting is very short. But in fact, brand self-broadcasting is more suitable to display for brand content, showing most of the new products and high customer single products. At the same time, the exposure in the broadcast room can also bring more consumers to buy products offline. As long as the online and offline prices are unified, the brand can avoid the mutual influence of channels and form a positive cycle.

5   Conclusion

In the context of new media, many clothing brands use new media to open online stores, develop online publicity, and make it easier to observe the world's fashion trends. The emergence of new media has a huge impact on the marketing model of the clothing industry. This paper analyzes three clothing brands, Bosie, F426 and TeenieWeenie, and concludes that current clothing brands should pay attention to attracting consumers' interest in the era of new media. Meanwhile, clothing brands should establish their own IP on online platforms, and clothing brands should pursue long-term sustainable development. The development of new media has a huge impact on the clothes from the design to production. The development of new media can not only bring huge profits to the clothing industry, but also provide a new profit model for new media. The two are integrated and develop together. Clothing brands should make full use of the advantages of new media to help brands carry out scientific analysis, and provide new impetus for the development of the clothing industry.

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