

# *Research on the Marketing Strategy of Clothing Brand Community under the Background of New Retail*

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**Abstract:** With the development of social economy and the continuous upgrading of consumer demand, the traditional retail links in the clothing supply chain system are developing and changing to the new retail model. This paper discusses the current situation and shortcomings of the traditional clothing marketing model in the new consumption era, and discusses the clothing brand community. Marketing strategy, and proposed the establishment of a multi-layered complex, online and offline multi-dimensional integration of community marketing organization. In the process of transformation of the traditional clothing brand marketing model in the new consumption era, how to use the digital economy to achieve precise marketing and develop new industries, new formats and new businesses is of great significance.

## **1. Introduction**

In October 2016, Jack Ma, Chairman of the Board of Directors of Alibaba Group, first proposed the “new retail” concept of deep integration of online + offline + logistics, which aroused widespread concern in the society. On November 11, 2016, the General Office of the State Council issued the “Opinions on Promoting the Innovation and Transformation of Physical Retail” (Guo Ban Fa [2016] No. 78), which clarified the guiding ideology and basic principles for promoting the innovation and transformation of physical retail in my country. In December of the same year, the US e-commerce giant Amazon launched the Amazon Go offline convenience store plan. During the “Two Sessions” of the National People's Congress and the Chinese People's Political Consultative Conference in March 2017, some representatives put forward relevant proposals for the transformation of the retail industry. Premier Li Keqiang mentioned in the government report that combining physical retail and e-commerce to promote consumer demand, using the new thinking of the Internet to promote The transformation and upgrading of physical retail, strengthen the user experience, improve the consumption environment and logistics status, and improve the operational efficiency of the retail industry. Related research on “new retail” has become one of the hot topics in the apparel industry.

## **2. The Concept and Characteristics of New Retail**

### **2.1 The Concept of New Retail**

New Retailing means that enterprises rely on the Internet to upgrade and transform the production, circulation and sales processes of commodities by using advanced technologies such as big data and artificial intelligence, thereby reshaping the business structure and ecosystem. The new retail model that deeply integrates online service, offline experience and modern logistics is a new consumption mode in terms of operation mode.

This efficient integration of online and offline platforms, tangible and intangible resources, removes various barriers between retail channels in an “omni-channel” way, blurs the existing boundaries of each subject in the business process, and breaks the traditional business model in the past. Existing physical barriers such as time-space boundaries and product boundaries facilitate the rational and smooth flow of personnel, capital, information, technology, and commodities, thereby realizing the interconnection and sharing of the entire business ecological chain. Relying on the “unbounded” retail system of enterprises, consumers' shopping entrances will become very scattered, flexible, variable and diverse. People can go through such as brick-and-mortar stores, A series of rich and diverse channels such as online shopping malls, TV marketing centers, self-media platforms and even smart homes can conduct all-round consultation, interaction, exchange and discussion, product experience, situational simulation, and purchase of goods and services with enterprises or other consumers.

### **2.2 Features of New Retail**

Compared with the traditional retail model that emphasizes production and channels, new retail emphasizes consumer-centricity, including focusing on consumer experience improvement, service improvement, and management improvement, and providing customers with multi-dimensional, multi-scene, multi-time-space shopping channels , terminals and services, truly reflect the purpose of the customer as God. Due to the diversification of consumers' lifestyles and changes in individual needs in the new era, new consumption and new retail models have been triggered, which has spawned a variety of consumer formats, including:C2M personalized.

customization, F2C factory direct sales, live broadcast delivery, etc. The essential characteristics are: people, goods, and field reconstruction.

## **3. Insufficiency of the Traditional Marketing Model of Clothing Brands in the New Consumption Era**

### **3.1 Traditional Marketing Model of Clothing**

Traditional clothing marketing strategies are mostly based on the “4P” marketing mix model proposed by Professor McCarthy of Michigan State University in the 1960s, that is, product (Product), price (Price), channel (Place). And promotion (Promotion) four aspects of the combination to carry out marketing activities. This theory is the most common marketing model, which emphasizes providing as many products and services as possible to as many customers as possible. The traditional marketing model can be further subdivided into: agent marketing model, dealer (distributor) marketing model, direct sales model, etc. Its basic idea is driven by market orientation. Enterprises determine the target market and marketing strategy combination through market research, and then concentrate enterprise resources to meet customer needs.

## 3.2 Deficiencies under the New Consumer Demand

With the advent of the era of the Internet, big data and artificial intelligence, consumer groups are showing a younger trend, consumer demand has turned to personalization, consumption channels and methods have undergone profound changes, and the traditional clothing marketing model is facing multiple challenges.

### 3.2.1 Weak Relationship with Customers

In the traditional marketing model, the clothing product design model is based on the company's past market sales data, popular forecasts and other materials to measure market capacity and consumer preferences, and then mass-produce ready-made garments to put on the market. It is unknown and non-specific, cannot achieve precise marketing, and has inventory risks. From the perspective of consumer relations, traditional retailers and consumers present a transactional relationship of opposing games, and there is no relationship or weak relationship between customers and brands. In new retail activities, the commercial relationship between retailers and consumers should be a trust-based community relationship that integrates supply and demand.

### 3.2.2 Single Channel to Serve Customers

The traditional clothing brand marketing mode mostly implements marketing activities in the form of shopping malls and fixed marketing points, adopts one-to-one or one-to-many publicity models, and reflects product characteristics through advertising, lack of communication and communication with consumers, and consumers are very It is difficult to accurately select clothing products that can meet your own dressing needs. The online shopping mode can shorten the channel process of clothing sales to a certain extent, but it is caught in the dilemma of a large number of homogeneous products through search engines, which makes it difficult for customers to choose. From the perspective of supply and sales channels, ready-to-wear products usually need to go through a series of lengthy supply chains such as manufacturers → wholesalers → retailers before they can be delivered to consumers. The disadvantages of products meeting market demand are low timeliness, long time, slow speed and high cost. . In the new consumption era, clothing brands need to adopt a marketing model that can not only shorten the supply and marketing channels, but also accurately serve customers to meet the needs of consumers.

There is also the problem that the experience of new online consumption is not enough. Most of the new consumption types are online consumption. The addition of various beautification technologies and the exaggerated publicity of product promoters make it difficult for consumers to truly feel the true status of the product. In addition, travel and sightseeing methods such as “Yunyou” generated during the epidemic can only satisfy consumers' curiosity, but cannot really meet consumers' experience needs.

### 3.2.3 Insufficient Awareness of Maintaining Customer Sovereignty

The American economist Philip Kotler, the father of modern marketing, divided marketing into four different stages. The marketing 1.0 stage is product-driven, the marketing 2.0 stage is consumer-driven, the marketing 3.0 stage is value-driven, and the marketing 4.0 stage is driven by values. The stage is driven by self-realization. In the era of material excess, consumers' consumption of clothing is no longer dominated by basic practical functional needs, but has shifted to the top-level self-realization needs. The marketing focus of apparel brands needs to shift from product-centric to the penetration of users' lifestyles and values. While paying attention to the functions of clothing products, it is also necessary to pay more attention to the customer's sense of sovereignty, and

organize marketing methods based on the user's values. With the widespread use of information platforms such as WeChat, live broadcast, and Weibo in the information age, consumers have more channels and ways to receive information about apparel brands, and their awareness of consumer sovereignty has been continuously enhanced. The production and manufacturing mode and marketing channels of the traditional apparel industry need to keep pace with the times and transform in a timely manner. Apparel brands need to focus on consumer demands, use big data tools to drive product planning and design solutions in reverse according to consumers' consumer needs, and adopt a flexible approach. Arrange production in a new commercial system to meet the new consumer demands of the market. On the one hand, the online service platform should give full play to the important role of big data monitoring. For the frequency of complaints about the quality of goods or services, the merchants will be punished by fines, lowering the star rating of merchants, etc.; Association to carry out the selection of high-quality merchants and reliable merchants. On the other hand, it is necessary to reduce the cost of consumer rights protection, simplify the complaint process, and increase compensation for consumption losses.

#### **4. Apparel Brand Community Marketing Strategy in the Context of New Retail**

With the rapid development and popularization of new technologies such as 5G, Internet of Things, big data, AI, blockchain, and the Metaverse, the traditional retail industry is undergoing rapid transformation, and new consumption will open a new direction for the development of the retail industry. The Internet economy promotes the continuous transformation and upgrading of the clothing industry. The supply chain platform, modularization, dynamic, and marketing community have become new trends in the development of the clothing industry.

##### **4.1 The Concept and Elements of the Community**

###### **4.1.1 The Concept of Community**

Community, in a broad sense, refers to all social relationships that function within certain boundaries, regions or fields. It can refer to an actual geographic area or a social relationship that takes place within an area, or it can refer to a more abstract, ideological relationship. The earliest research began with the study of consumer communities in the 20th century. Miniz put forward the concept of brand community in 2001, which will be "specialization based on social relations among a certain brand admirer, not due to geographical connection". "Community" is defined as the brand community.

Real communities also need to include the following features: The first of all ,Content with temperature; In the meantime, Valuable Products; Thirdly, Meaningful activities; On the other hand, Unified Values; And finally, Spread through Wechat.

###### **4.1.2 Elements of the Community**

The new business form of community marketing includes five elements: fellowship, structure, output, operation, and replication, which are referred to as "ISOOC principles".The first of all ,Interest is the common recognition or behavior of something, the first element that constitutes a community, and the premise for the establishment of a community. People in the community should be able to solve a certain pain point of their own with the help of this same connection, for example, they have a great sense of identity and preference for a certain style of clothing. The more accurate the research on the hobby orientation in the early stage of forming a community, the clearer the community positioning, otherwise the opposite. In the meantime, Structure determines whether the community can survive and form a good development, including 4 contents: organizational members,

communication platforms, joining principles, and management norms. Common community structures mainly include: a pyramid structure dominated by a certain soul figure and a ring structure with equal status of group members. Thirdly, Output (Output) Continue to output valuable information or services in order to deliver community value, which is one of the indicators to test the vitality of the community. And also, Operate determines the lifespan of the community. For clothing brands, through community operation, establish heavy connections and in-depth exchanges with group members, enhance value recognition and emotional exchanges, and enhance the viscosity between consumers and brands. On the other hand, Copy determines the development scale of the community. Clothing brands have developed multiple parallel communities through community replication, forming a huge consumption scale. The commonly used models are: club system, franchise store system, and flagship store system.

## **4.2 The Concept and Advantages of Community Marketing**

### **4.2.1 The Concept of Community Marketing**

Community marketing is an online marketing method developed on the basis of online community marketing and social media marketing with closer user connections and exchanges. The method of online community marketing mainly realizes user value through connection and communication. The marketing method is humanized, which is not only popular with users, but may also become a communicator.

Community marketing is a marketing model based on circles and connections. A community refers to a circle that has a stable group structure and a relatively consistent group consciousness; members have consistent behavioral norms and continuous interaction; members have division of labor and cooperation, and have the ability to act in concert and gather together in a circle. In other words, your community gathers users with common needs, that is, accurate fans often referred to in the micro-business industry. In today's society, people's consumption is divided into circles. People in the same circle can play together. They can buy products of the same brand and price, but it is difficult for people from different circles to play together. When people buy products, they are no longer based on functional consumption, but consumption in a certain scenario. Community marketing is that this product is specifically designed for a certain type of people, who have common interests, action goals, and even a highly consistent way of thinking.

Its characteristics include: The first of all, emotional identity. The community is based on a certain brand identity, emotional identity, interest identity, and value identity to form a contractual relationship; In the meantime, decentralized structure. Community marketing adopts a flat network structure. Communities can communicate and interact in one-to-many and many-to-many ways, so that the main body of communication changes from single to multiple, from centralized to decentralized; Thirdly, Multi-directional interaction. Community members can be content producers, publishers, and communicators, as permitted by the rules.

### **4.2.2 Advantages of Community Marketing of Clothing Brands**

The role of the community in clothing brand marketing lies in: through high-frequency online and offline interaction and publicity, customers who have no relationship with the brand can be transformed into customers with weak relationships with the brand, and the relationship with the brand has been established.

Its advantages include: The first of all, Improve the viscosity between customers and brands. Shopping guides and sales staff of traditional clothing brands mainly focus on selling goods, lacking customer relationship maintenance and emotional communication. The premise of the establishment

of community marketing is to use “fellowship” as the first element. In the decentralized community structure, everyone can be an opinion leader, and customers gather together because of the brand's identity. Through network information technology, customers and brands can break through the limitations of time and space, maintain customer emotional relationships, and establish strong relationships. This new type of social relationship enhances the viscosity between customers and brands, and maximizes the spread of clothing brand value and brand culture, which can not only promote the formation of high awareness and high repurchase rate of clothing brands; In the meantime, form online and offline closed-loop marketing combination. In the new consumption era, customers have more channels to buy clothing. The community is an important medium for the online and offline linkage of clothing brands. Community customers spread brand information for offline stores and bring traffic, and offline stores bring entities to community customers. Store experience, form a benign closed loop, and improve sales efficiency. Thirdly, Increase product realization channels. The multi-directional interactive characteristics and communication effect of community marketing, customer members can quickly obtain brand information and services through the community, and spontaneously become brand recommenders and communicators. Information has the effect of community replication and community fission, bringing about explosive sales, thereby achieving the multiplication effect of clothing brand sales fission.

### 4.3 Multi-Dimensional Integration of Online and Offline

The online and offline multi-dimensional integration of clothing brand community marketing refers as a blow:

The first of all, Real-time interaction between front and back ends of clothing consumption participants. Utilizing the rapid analysis capabilities and precise service capabilities of Internet big data technology, customers, shopping guides, store managers and other personnel in the front-end consumption link can form a seamless and instant connection with internal organizational decision-makers such as channel dealers and managers in the back-end. The method of online community marketing mainly realizes user value through connection and communication. The marketing method is humanized, which is not only popular with users, but may also become a communicator. Compared with the single-item dissemination of sales information and lack of interaction in traditional marketing, community marketing improves the dissemination efficiency of clothing consumption and service information, and enhances service quality; Compared with the single-item dissemination of sales information and lack of interaction in traditional marketing, community marketing improves the dissemination efficiency of clothing consumption and service information, and enhances service quality;

In the meantime, the online and offline integration of tangible clothing and intangible services, must be have high-quality online and offline event planning. Offline communication activities are the key link to maintain the sustainable development of the community relationship chain. The face-to-face communication experience can quickly shorten the relationship between members in the group, strengthen the sense of existence of the community through real scenes, enrich the experience of members, and deepen the precipitation of the relationship chain. Including physical clothing products and intangible customer emotional maintenance, physical store clothing and global goods in circulation channels, etc.

Thirdly, the integration of physical shopping space and virtual shopping space. Including offline physical stores, experience stores, and online APPs, micro-malls, small programs, e-commerce platforms, store-in-store touch screens, and smart shelves. Product information and content are updated and highly integrated in real time.

The apparel brand community marketing model utilizes digital means to provide information on



people (customers, merchants, manufacturers, etc.) participating in apparel consumption activities, goods (physical apparel and virtual services), and fields (physical stores, digital front-end and back-end), etc. Carry out multi-layer, online and offline reconstruction and integration, through the emotional maintenance of community marketing, form a strong relationship between customers and brands, and achieve the value expectation and brand effect of brand communication and sales fission.

#### **4.4 Guarantee Mechanism for Healthy Development of Clothing Brand Community Marketing**

The era of mobile Internet has made social connections more and more convenient. Community marketing has become a new business model for clothing brands, bringing more possibilities for brand communication and sales performance improvement. The emotional connection and reasonable organizational structure of the company have a good development trend, and in the actual operation, there will be a phenomenon that the community will remain silent until it subsides. As a clothing brand, it is necessary to establish a scientific guarantee mechanism to ensure the healthy development of the community.

##### **4.4.1 Unique Product Positioning**

The foundation of clothing brand community marketing is the customer's emotional recognition of the brand. Accurate peer-oriented research is the basis for establishing community marketing. Clothing brands need to do a good job of user group portraits and focus on the target through differentiated product structure and value points. Crowd, forming emotional resonance and value recognition. Brands need to sort out their own product positioning and product structure, discover the core competitive points of differentiation with competitors, and output products and services that meet customer needs through the community, so as to avoid being drowned out in homogeneous competition.

##### **4.4.2 High-Quality Service Experience**

In the context of new retail, customers' sense of sovereignty is continuously strengthened, and more attention is paid to consumer experience when consuming clothing. Community marketing grasps the user experience under the new consumption concept, emphasizing consumer-centricity and satisfying customer needs with high-quality service experience. In addition to the product positioning and product structure mentioned above, it is also necessary to improve experience, service, and management, establish a CRM (customer relationship management system) that meets the characteristics of the new consumption era, and formulate marketing strategies more accurately.

##### **4.4.3 Good Word of Mouth Effect**

The basic structure of community marketing is composed of members with similar feelings. The community is not only an organization platform, but also a communication platform. A booster for swarm replication. It can be spread efficiently through social tools. The famous six-dimensional theory of space states that there will be no more than six people between you and any stranger, that is, you can know a stranger through at most five intermediaries. In the Internet age, the possibility of the realization of the six-dimensional space theory has become even greater. The essence of a community is a link. The new media environment constructed by mobile phones and computers completely breaks through the limitations of space and time, connecting people together, and this connection is usually based on acquaintances. . Because of their relative understanding of acquaintances, they also trust more in consulting information and purchasing products. If you can gain the trust of a user, the power of acquaintances to spread is often beyond your imagination.

The new media communication methods and methods in the new retail era have provided an efficient and convenient channel for the input and output of community marketing information, and also brought new challenges to brands. While doing a good job in product positioning and user service, the brand side also needs to build a good community and brand reputation, and enhance the popularity, reputation and loyalty of the community and brand.

## 5. Conclusion

With the diversified development of information technology and people's lifestyles, consumption concepts and consumption patterns are constantly changing, and various emerging Internet economic models are constantly being updated. The traditional clothing brand operation model has no advantages. The community marketing model, with its unique organizational advantage of the company provides an opportunity for the innovation and upgrading of clothing brands. In the new retail era, traditional clothing brands need to strengthen their digital transformation capabilities, be good at using advanced technologies such as big data and artificial intelligence, and strengthen the empowering and leading role of "big data +". Comprehensively enhance the digital governance capabilities of the industry, and use digitalization + design to enhance the innovation capabilities of personalization, customization, flexibility, and intelligence; use digitalization + marketing to create a consumption forecast model, expand the community economy, and achieve accurate customer acquisition and accurate services.

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