HOME TEXTILE BRAND ANALYSIS AND MARKETING STRATEGY DEPLOYMENT

MengLei Chen[1], BoFan He[2], XinYu Fang[2], LiXue Bai[2], LingXuan Zhao[1], JiaWei Li[1], Yao Chen[2*]
[1] *EURO-Languages College, Zhejiang Yuexiu University, Shaoxing 312000, Zhejiang, China.*
[2] *School of International Business, Zhejiang Yuexiu University, Shaoxing 312000, Zhejiang, China.*
Corresponding Author: Yao Chen, Email: 20152064@zyufl.edu.cn

Abstract: Since 2023, the international environment is severe and complex, the world economic growth rate is at a low level, the risk of high inflation is still persisting, the home textile market orders are insufficient, and the growth of external demand is weak. However, with the gradual recovery of China's national economy, relevant policies and measures step by step, domestic demand is recovering, home textile industry as a whole to maintain stable operation. China's home textile market has reached a certain scale after years of development, and still maintains stable growth under the increased uncertainty of the global economy, and shows a positive trend in technological innovation, brand building and marketing planning. With the improvement of people's living standards, the quality of home textile products is increasingly demanding. Home textile products, as an important factor in improving the quality of home life, are increasingly favoured by people. This paper will analyse our home textile market and the needs of domestic consumers, judge the strengths, weaknesses and opportunities for upward mobility through a specific analysis of Brand R, fully assess the potential profits and risks of the brand in the home textile market, and formulate relevant marketing strategies.
Keywords: Home textile; SWOT; Brand building; Marketing planning; Marketing strategies

1 INTRODUCTION

As a livelihood industry, the home textile industry is in a stage of rapid growth and is expected to continue to maintain its growth momentum in the coming years. According to China Chamber of Commerce for Textile Importers and Exporters Home Textile Branch, in the first 11 months of 2023, our home textile exports stabilised and rebounded, with a cumulative export value of USD 30.09 billion, up 17.3% from the same period in 2019. At the same time, the home textile industry environment changes in the process of turbulence, the European and American markets play a vital role in enhancing the brand of self-products, and the European and American markets have great potential for development, which helps to strengthen the development of the domestic home textile industry as well as foreign trade. Therefore, our home textile industry to Europe and the United States is a trend.

In China, the scale of home textile industry is expanding, but product innovation is still weak. With the acceleration of consumption upgrading, the functionality, comfort and experience of products are becoming more and more important. Therefore, the application of new materials, new designs and new technologies in the home textile field has gradually become widespread. Digital technology has begun to play an important role in home textile products, for example, the emergence of smart home systems and smart textiles has brought consumers a new experience. In addition, through researching innovative products in the market and cases of industry leaders, we found that the development direction of home textile products, on the one hand, has gradually tended to be internationalised, in line with themes such as green and environmental protection of science and technology, with multiple perspectives considering the use of safety, non-pollution, renewable or degradable, etc., and focusing on the added value of products and home textile brands. On the other hand, home textile products as closely related to people's daily lives, but also gradually tend to the public, according to the current social background, aesthetic fashion, modern home style gradually back to basics, the traditional, with national cultural characteristics into which the content[1].

Consumer willingness is a key factor in the successful sale of home textile products, the research in this paper was mainly conducted by questionnaire and field survey, and a large amount of data was collected through social platforms, online media and offline distribution. Finally 60 questionnaires were sent out, 60 questionnaires were returned, and 53 questionnaires were valid.

The questionnaire mainly focuses on the importance people attach to home textile products, the factors they consider when buying home textiles, the channels they use to buy home textile products, and their knowledge of medium and high-end home textiles. By integrating and analysing all the data, we learned that most consumers attach great importance to home textile products, and those who focus on the quality and comfort of home textile products are as high as 94.34% and 92.45%, and those who focus on the aspects of fabric, price, design, functionality and after-sales service are more than 50% per capita. We also found that the vast majority of consumers prefer to buy products in physical shops to be able to see the quality of the products with their own eyes. This is more unexpected for our study. However, 60.38% also opted for online e-commerce platforms, which provided a new way to advertise and promote our project. In addition, most people are less aware of mid-to-high-end home textile products and pay less attention to related brands. Word-of-mouth recommendation and price are the main factors affecting their purchasing decision. 62.26% of them hope that medium- and high-end home textile products are moderately priced. At the same time, 69.81% of the people hope that the middle and high-end home textile products can increase the functionality, such as anti-mite and anti-insect, etc., and 58.49% of the people hope that there will be more innovative designs and material choices.

Having conducted a segmentation study of the market, we have also identified differences in the needs and preferences of different consumer groups. We note that there are diversified product demands in the home textile market, with differences in demand for home textile products among consumers of different ages, genders, regions and income levels. In higher income regions, people have a more detailed understanding of mid- to high-end home textile products and often purchase such products, while paying more attention to product quality and features. While in the lower income areas, consumers pay more attention to the affordability of home textile products, the pursuit of good value for money. Therefore, we need to develop corresponding marketing strategies according to different market segments to meet the needs of different consumer groups[2].

2 SWOT ANALYSIS

2.1 Strength

R brand belongs to company A, the company has a wide building area, strong capital, complete equipment, technology and R & D resources accumulated over the years to ensure that the R brand of stable sources of supply, and R brand products filled with goose down, goose down high quality. At the same time, R brand self-production and self-marketing, in the production process to strengthen quality control, strict control of the supply chain to ensure that product quality in line with the standard, and reduce the middleman link can greatly reduce product costs, to ensure that the company's profits are maximised.R brand has its own unique scientific and technological innovation. Its pillow has a patented multi-chamber neck protection technology, dynamic soft and hard neck protection technology; core has a patented comfortable thermostat and anti-leakage technology, the support of these technologies to form a variety of unique goose down pillow and quilt products. With the powerful A down as brand endorsement, the market awareness and influence of R brand will increase day by day.

2.2 Weakness

Brand R's products are predominantly plain, with a brand story and image that focuses on "product quality" and "great experience", with no unique elements or differentiation in product design. This also leads to limited promotion channels and low product exposure. In addition, the general market price of ordinary four-piece suits is between 300 and 800, compared with other similar products, as a mid-range and high-end goose down bedding brand, R brand product prices are obviously slightly higher. Consumers are prone to choose other similar alternative products after price comparison.

2.3 Opportunity

China has stepped into the era of mobile Internet, which promotes the development of society with unprecedented depth and breadth, and the home textile industry has also kept pace with the times, and continues to develop new profit models. The commercialisation of short videos, live broadcasts and other forms has accelerated, and many enterprises and brands have entered the market to seize a new round of growth opportunities. According to the estimates of senior people in the home textile industry, the retail e-commerce penetration rate of the Chinese home textile industry in 2021 was close to 30%. Home textile e-commerce sales scale exceeded 100 billion yuan, of which live e-commerce sales of nearly 30 billion.R brand in some well-known online platforms to carry out online marketing, such as Alibaba international station, small red book, Taobao, jittery voice, etc., the development of a suitable operational strategy for online platforms, can bring better market position for R brand.

2.4 Threat

Domestic there are head home textile brands such as Fu Anna, Loreal home textile, Mercury home textile and so on have been involved in cross-border e-commerce, and constantly improve the overall competitiveness of such brands, such brands of popularity, sales and reputation are now R brand can not be surpassed, their occupation of the market can not be broken at present. In addition to this, there are various international brands continue to seize the high-end market. International home textile brands exported to foreign countries are of high grade and expensive, with similar brand positioning to R-brands, and the market is easy to be occupied.

3 MARKETING STRATEGY DEVELOPMENT

In analysing the marketing methods of some home textile brands, we found that: on the online platform, the major home textile brands, in addition to placing advertisements for publicity, pay more attention to the customer's sense of shopping experience to increase customer stickiness; offline shops, the use of return visits, private domains, etc. to get the feedback of the user, to master the needs of the customer. The integration of online and offline can better serve customers, but also favoured by more customers. Therefore, adjusting the traditional e-commerce strategy, developing new sales channels, providing good service, and the integration of online and offline is a powerful means, and we will also develop appropriate marketing strategies from these aspects.

3.1 Image Building to Enhance Sales

A unique brand image can stand out among many home textile brands, so image building is very important for R-brand. A unique brand image not only attracts consumers' attention, but also increases their trust. For self media bloggers, it is important to create a "persona", but also for a brand. With the brand's unique concept, unique design, to create a unique brand characteristics, it is more likely to expand the brand's market.

3.2 Live Banding

Nowadays, under the status quo of the popularity of webcasting, live broadcasting with goods has played a great role in promoting the development of the e-commerce industry. There are many netroots bloggers use their influence on the network to bring popularity, traffic, etc., so as to achieve publicity and promotion for the company, etc., and to bring consumers a more pleasant consumption experience. Where funds allow, companies can increase brand awareness by signing anchors, live streaming with goods, and so on. At the same time, the consumer's trust in the anchor is directly linked to the publicity effect and brand revenue, the anchor's presence will make consumers from the anchor's fans into corporate customers. The more famous and popular the anchor is, the better the publicity effect and the higher the sales. The influence of small and medium-sized anchors is low, and the impact of the live banding of small and medium-sized anchors on the live banding of large anchors is very small and will not be considered[3].

3.3 Strengthening Mobile Channels

Brand R already has a WeChat public number in operation, but the public number pushes a single form of content, and currently only publishes three online benefits, one brand story and one buyer show collection, without the more essential content, and the reading volume is not large. The title of WeChat public number is the key point to attract readers, so the title of the public number should be attractive. The article is the essence of the public number, you can use a combination of text and pictures, supplemented by voice, video and hybrid editing methods to make the article more colourful. At the same time, the background of the public number set up a welcome message to bring the editor and readers closer together and increase the user experience[4]. In addition, we note that at present, R brand does not have a WeChat mall applet, you can develop WeChat applets and use the "public number + applet" mode for marketing.

3.4 Building an O2O Model

Enterprises should have a clear strategic positioning for the integration of different channel operation modes, can choose O2O business model. In this business model, product concepts, varieties, packaging, price and other aspects must be consistent and uniform, online and offline single product selling price can not be too big difference. o2O business model in the operation process requires the R brand need to be online as an important sales channel, rather than an independent business section, online and offline belongs to the way to promote each other, combined with each other, to achieve the fusion of the line. R brand needs to be adjusted according to its own conditions and needs, in line with the strategic positioning of the enterprise brand, a thorough grasp of the target customers, core needs, choose to match the target group precision positioning. For example: determine the most concerned target market; choose the right cross-border platform; set up a team to cultivate cross-border export talents; build supply chain advantages and so on.

3.5 Improving the Membership System

Using the RFM model, consumer members are divided into the following categories, and the corresponding members to develop appropriate responses: 1, important value customers: consumption time is close, consumption frequency and amount are very high. This kind of member is the key concern object, their consumption power is very strong, should provide higher quality service. 2, important to keep the customer: consumption time is far away, but the consumption frequency and amount are very high, that is a infrequent consumption but very loyal customer. Facing this kind of member, we need to take the initiative to keep in touch with him.3. Important development customer: consumption time is close, consumption amount is high, but the frequency is not high, and the loyalty is not high[5]. This kind of member is a very potential customer, must focus on the development, to provide perfect after-sales service. 4, important to retain customers: consumption time is far away, consumption frequency is not high, but the consumption of high amount of users, these may be about to be lost or have to lose customers, should be given to retain measures.

3.6 Improving the Quality of Services

Good sales service is an important part of the process. Focusing on the maintenance of customer relationship, in the interaction with customers, should take a variety of measures to maintain and consolidate the relationship with customers, and cultivate their loyalty. In sales, it is important to provide customers with emotional value, from the customer's point of view, to understand the customer's needs and provide appropriate services. For quality, words are not enough to make customers really feel the advantages and features of the products[6]. After-sales service to do regular after-sales visits, you can establish a customer information database, designated sales staff to maintain tracking contact; the establishment of a private domain, in the circle of friends, micro letter groups to achieve fission to expand customers. After-sales service should formally start from the consumer after the order, before the customer receives the product, the service should be provided at the first time out. Let customers feel the company's service considerate and meticulous, in order to make them loyal to the brand and trust. In addition, if you encounter customer complaints, but also to provide timely service, patience to solve the problem.

4 CONCLUSION

In the face of a complex international scenario marked by slow global economic growth and persistent high inflation, the home textile industry in China has demonstrated resilience and stability, underpinned by the gradual recovery of the national economy and relevant policy support. Despite challenges such as insufficient market orders and weak external demand growth, the industry continues to show promising signs of technological innovation, brand development, and

strategic marketing planning. The document provides an insightful analysis into the dynamics of the home textile market, emphasizing the essential role of consumer preferences, market trends, and strategic brand positioning in navigating the industry's future trajectory. The market analysis highlights the rapid growth stage of the home textile industry, buoyed by a notable rebound in exports and the strategic importance of the European and American markets for brand enhancement and development. However, it also points out the need for product innovation and the incorporation of digital technology to meet evolving consumer demands for functionality, comfort, and sustainability. Consumer behaviour analysis underscores the significance of quality and comfort, with a majority of consumers preferring physical store purchases alongside online platforms, revealing a gap in awareness and preference for mid-to-high-end home textile products. Focusing on Brand R, the analysis delineates its strengths, including a strong foundation in production, quality control, and technological innovation, alongside weaknesses such as limited product design differentiation and high price points. The brand faces opportunities in digital commerce evolution and online marketing expansion but must navigate threats from established domestic and international competitors. The proposed marketing strategies advocate for a multifaceted approach, emphasizing the enhancement of brand image, exploitation of live broadcasting, strengthening of mobile channels, development of an O2O model, improvement of the membership system, and elevation of service quality. These strategies aim to increase brand visibility, consumer engagement, and loyalty, adapting to the digital transformation trends within the industry. In conclusion, the home textile industry in China stands at a crossroads, where embracing innovation, consumer-centric strategies, and digital marketing can pave the way for sustained growth and competitive advantage. By addressing its challenges and leveraging its strengths, Brand R can aspire to achieve a stronger market presence and recognition, contributing to the overall vitality and dynamism of the home textile market.

COMPETING INTERESTS

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