


# Research on Digital Marketing Strategy of Fast Fashion Clothing Brand based on Big Data

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**Keywords:** Big Data, Fast Fashion, Clothing, Digital Marketing, Marketing Strategy.

**Abstract:** China has become a new growth point for fast fashion brands in recent years. Although the overall economic growth is slowing down, fast fashion brands are still favored by consumers in China. At the same time, with the development of big data and other information technology, fast fashion clothing brands are also constantly expanding their marketing channels and enriching their marketing methods. With the advent of big data and the digital era, fast fashion clothing brands face new opportunities and challenges. Big data and digital channels have been widely used in marketing to help companies increase sales and market share. Based on the development of big data, this paper tries to analyze the new digital marketing strategies of fast fashion clothing brands based on the development of big data. Therefore, based on previous literature studies, this paper will use STP and 4P, and other marketing theories to analyze whether and how to innovate digital marketing strategies of fast fashion clothing brands in the era of big data. The research hopes to provide enlightenment for fast fashion clothing brands to find new digital marketing strategies further to promote the sales growth of fast fashion clothing brands.

## 1 INTRODUCTION

Fast fashion brands still have great potential in China, despite the country's slowing economic growth. Fast fashion is characterized by "fast, ruthless and accurate". Fast fashion always follows the season's trend, with new products arriving at the store quickly and the window display changing a frequency is exceptionally high (Liu, Li, 2019). For example, ZARA's products only take three weeks on average from design, trial, production to sales, and the fastest case is one week. 2019-2020 is a challenging period for the clothing industry, with many fast fashion brands nearly going bankrupt and the performance of Uniqlo, ZARA, and H&M (Silva, Hassani, Madsen, 2019).

The three giants of the fast fashion industry all suffered impacts to varying degrees; the overall score of fast fashion brands has improved compared with 2018 (see Figure 1). This is primarily due to the era of big data and information technology. Fast fashion brands improve consumer experience by creating digital consumption patterns with technology. In

2019, all the major fast fashion brands had more or less laid out their layout in digital transformation (Muniesa, Giménez, 2020, Mariani, Wamba, 2020).

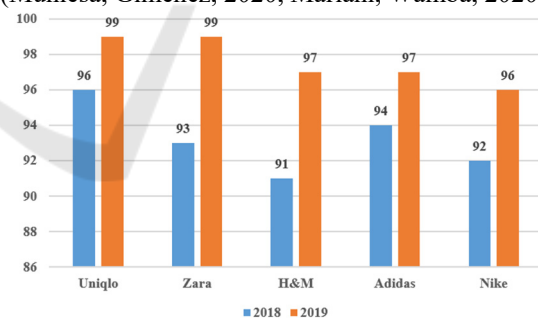



Figure 1: Comparison of iPower fast fashion brand ratings in 2018 and 2019.

Big Data can mine, collect, and analyze massive data with unique technical advantages. Suppose a mere hodgepodge of data does not show any commercial value. In that case, the commercial value of data is infinite when it can be mined and analyzed to show specific trends or preferences. For more sensitive data and alerts, fast fashion brand giant

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Uniqlo, ZARA, and H&M are realized with The Times' progress and technology upgrading. Based on the importance of big data for digital marketing, under the economic winter, still can obtain consumer experience to upgrade, Scored higher than in 2018(Yang, Wang, 2018, Thomassey, Zeng, 2018).

## 2 LITERATURE REVIEW

Most academic studies have carried out theoretical studies on the classification and constituent elements of the operation mode of fast fashion clothing brands and conducted research and analysis on the development status of the operation mode of fast fashion clothing brands (Bertola 2021). However, there is no consensus on the definition of the digital marketing operation model in the existing literature. Many studies confuse the operation model with the business model, lacking conceptual division (Wang 2020). In addition, the analysis of the elements of digital marketing operation mode focuses on cross-border logistics, profit model, and customer operation. Still, it seldom mentions platform selection, product management, and marketing means. Therefore, this paper will study the digital marketing operation mode from the critical elements of platform selection, product selection, and management, marketing means.

Secondly, most scholars who study the operation mode of fast fashion clothing brands focus on the localized operation of international fast-fashion clothing brands, such as ZARA (Rey-García, Otero, Mato-Santiso, 2018, Madsen, Silva, Hassani, 2020). But domestic also has numerous fast fashion brands actively seeking overseas development paths. However, it does have certain popularity in the international market is still less. There exist some problems in the digital marketing operation, at present lack of overseas Chinese fast fashion clothing brand development and operations research, the lack of a more direct and effective experience for reference. Therefore, this paper will take Chinese fast fashion clothing brands as an analysis case and conduct a detailed analysis of their digital marketing operation mode to provide experience for developing other Fast fashion clothing brands in China.

## 3 METHOD

The main research methods adopted in this paper are literature research and case analysis.

### 3.1 Literature Research

By referring to and sorting out literature materials of domestic and foreign scholars on academic websites and Internet platforms, we can understand the current research status of Chinese and foreign scholars in the field of fast fashion clothing. At the same time, we can also browse industry research reports prepared by some well-known institutions to provide directional guidance and theoretical support for the writing of this paper.

### 3.2 Case Analysis

This paper adopts the case analysis method and takes fast fashion clothing brands as an example to analyze its advanced digital marketing operation mode. Through providing experience reference and optimization suggestions for the global layout of other Chinese fast fashion clothing enterprises.

### 3.3 Interdisciplinary Research

The research of this paper involves the theoretical results of cross-disciplines such as clothing consumption culture and fashion communication, which requires interdisciplinary understanding and research on the research objects and related factors.

## 4 RESULT

### 4.1 Overview of the Fast Fashion Clothing Industry

#### 4.1.1 The Emergence of the Concept of Fast Fashion

The concept of "fast fashion" originated from Europe in the last century. Europe has always had fashion capture power in fashion design as the birthplace and home ground of fashion clothing. Fast fashion is a quick response to fashion shows (Amatulli, De Angelis, Sestino, Guido 2021). As the clothing design and terminal sales are increasingly close, from the end of the last century to the beginning of the century, "fast fashion" has become fashionable clothing enterprises to show fashion design and research of the consumer market demand a quick response. Through close to the fashionable element, soft consumer demand and innovation, made fashion clothing, with the prices in the more into the retail stores. This sales model targets mainstream consumers.

### 4.1.2 Characteristics of Fast Fashion Clothing

The garment industry is different from the ordinary consumer goods market, and the garment industry has a strong cyclical and seasonal. Many excellent clothing manufacturers have been inspired by fashion designers' design and production of clothing to attract consumers for a long time. The success of fast fashion clothing is not completely from the designer. More is from wide consumers (Cavlak, Cop, 2021). Fast mining market demand through big data.

Under the situation of fierce competition in the whole garment industry, fast fashion clothing can maintain its market share and grow steadily, which is inseparable from its business model: In addition to the rapid response business model led by it, which reduces or eliminates the dependence on the forecast through the common plan and rapid exchange of information between supply chain participants, it also relies on the new retail operation model, where online and offline joint operation occupies the clothing consumption market.

### 4.1.3 The Market Development of Fast Fashion Clothing

Looking at the current fast-fashion clothing brands, most of them understand the market demand through the obtained consumer information and follow the market with the fastest demand response. This reverse integration strategy from consumers to retailers and manufacturers has become the fastest way to respond to market trends (Provost, Fawcett, 2013). Through the good coordination of supply chain management mode, fast fashion clothing brands maintain good growth in the clothing market. As the big data accurate portraits, this paper finds that young white-collar workers become fast clothing retail purchase main force, their performance for self-personality, fashion elements of the fusion of the demand is higher. The new retail purchase mode and the collaborative supply mode of fast production and sales make the sales and net profit exceed expectations.

## 4.2 Overview of Fast Fashion Clothing Brand Digital Marketing Strategy

The development of the Internet, driving the explosive growth of data, completely changed the traditional marketing strategy. In order to lead the fashion trend under the tide of information technology, fast fashion giants are the forerunner to

capture the new trend of the market and the engine to promote digital market marketing. In a broad sense, digital marketing is the expansion of marketing channels. It is based on the Internet and uses massive data through digital multimedia channels to achieve accurate marketing and achieve quantifiable marketing effects. In the past two years, fast fashion giants have increased their investment in digital technology research and development and the promotion of digital marketing. As figure 2 shows, Uniqlo, ZARA, and H&M are all doing this (Luo & Sima 2020).

Table 1: Digital marketing strategies for uniqlo, zara, and h&m.

Uniqlo	ZARA	H&M
Have a clear plan to build a clothing technology company, Wechat small program, scan code	The company is adding AR experience technology to its nearly 140 stores	Internal research and development, Internet platform, AR technology, pipeline construction, APP
Work with external partners such as Accenture, Google, and logistics companies	Cooperated with Tmall platform to create the first new retail store	External investment, Tmall platform, Xianyu platform, other digital systems

Based on Table 1, the current digital marketing strategies of fast fashion clothing brands mainly focus on internal technology research and development and the establishment of its official brand website; Develop mobile apps at the same time. In addition, as WeChat is also an indispensable marketing channel at present, creating their own WeChat mini program is also one of the digital marketing means, such as Uniqlo. At the same time as developing a mobile APP and WeChat mini-program, offline scan code marketing can also be matched. To achieve a full range of digital marketing purposes. Second, cooperate with external platforms to broaden marketing channels. Cooperation channels include Tmall, JINGdong mall, and other domestic e-commerce giants. In addition, innovative marketing ideas and strategies emerge one after another, such as H&M's cooperation with Xianyu Platform and recycling of used clothes, which can help consumers empty their wardrobes and stimulate their desire to buy again. The first new retail store opened through the cooperation between ZARA and Tmall combines traditional stores with modern technology to provide

consumers with a new consumption experience and realize consumption upgrading. Digital marketing provides technical support for the transformation layout of fast fashion. Driven by emerging technologies, fast fashion enterprises are no longer simple garment manufacturers but technology-based companies integrating technology and production. For example, the founder of Uniqlo has positioned himself as a technology company.

## **5 DISCUSSION: THE APPLICATION OF BIG DATA IN DIGITAL MARKETING OF FAST FASHION CLOTHING BRANDS**

### **5.1 Big Data Brings Precision Digital Marketing**

According to the famous STP theory, an enterprise conducts marketing in three steps: first, market Segmentation; Secondly, Targeting is Targeting, which means that an enterprise chooses its main customer groups according to its advantages based on market segmentation. Third, Positioning in the target market, also known as product-market positioning, the ultimate goal is to leave a deep impression on customers and make users loyal to the product. The three steps of marketing in STP theory are interlinked and progressive. Accurate market segmentation is the premise and basis for subsequent target market selection. When the target market is selected successfully, how to carry out accurate marketing to obtain the product recognition of end-users and attract and retain loyal users is another problem that fast fashion clothing enterprises face.

Big data uses its technical advantages to realize the mining and analysis of massive data, which can more accurately show the situation of market segments. For fast fashion clothing brands, big data can be used to understand and master the frequency of consumers' shopping in a certain period. The higher the frequency of customers' buying, the more loyal they are to the brand and the more likely they will reach new deals with enterprises in the future. In addition, big data can accurately understand consumers' purchase amount and put consumers into different dimensions according to their purchase frequency and amount. The basic information of the record in the big data network consumers, consumption habits and even hobbies, so by big data

can be in the Internet, mobile phone APP, an electric business platform for the target customers, targeted advertising, implementation of the differences between "peer-to-peer" marketing, in order to improve the efficiency and success rate of digital advertising and marketing (Heo, Lee, 2019).

### **5.2 Big Data Brings Integrated Digital Marketing**

According to the 4P theory, integrated marketing has four core elements: first, Product, as the first element of the marketing mix, means that any Product that consumers demand will be a Product with market potential, and enterprises should develop products to meet the needs of consumers; The second is Price. Different price strategies should be formulated according to the enterprise's market positioning and consumer demand. The product Price strategy should conform to the brand strategy of the company. The third is the channel (Place), from production to sales to final consumers. While selling through their networks, enterprises should also expand other channels. The fourth is Promotion. Enterprises attract and stimulate consumers' purchasing behavior through different promotional activities. According to the 4P integrated marketing theory, enterprises should not develop marketing strategies for a certain aspect of the product in isolation. Still, they should integrate the core elements and comprehensively develop the optimal strategy.

Big data can better realize the integration of the four core elements of the 4P theory. For fast fashion clothing brands, with the help of big data, precise positioning of products can be realized, and the fashion trends of consumers can be understood through data analysis results. Then the needs of consumers can be understood. Secondly, the results of big data analysis show consumers' price preferences. Enterprises formulate price strategies according to consumers' price affordability and preferences. Thirdly, for channels, big data can also find the best channel through the analysis results of data presentation and clearly understand the advantages and disadvantages of each channel and the sales growth that can bring to the enterprise. Finally, big data can provide support for promotional activities and timing. The core of 4P marketing theory is that no single element exists in isolation. Fast fashion clothing brands can develop multiple marketing mix models based on big data analysis, including product, pricing, distribution, and promotion. When any of the four elements changes, other elements will also change accordingly.

In the digital era, the marketing of fast fashion clothing brands is not limited to the traditional form of outdoor advertising but to achieve simultaneous communication on multiple screens on computers, mobile phones, and TV. According to the data link, enterprises can integrate internal resources more effectively and develop marketing strategies that are more appropriate to reality. Based on the aforementioned 4P marketing theory to maintain the loyalty of existing consumers and fully develop and attract new customer groups. Uniqlo, a successful case of integrated marketing with the help of big data, has analyzed the trend tendency of young customers born in the 1990s through big data. So it has developed XKAWS's OXO online and offline integrated marketing plan of "Reshaping trend Culture and Talking trend Art". The marketing plan aims to attract new customers born in the 1990s. XKAWS series UT was launched through cooperation with KAWS, which successfully made the UT series sell well. At the same time, the Uniqlo brand was rooted in the hearts of young consumers born in the 1990s.

### **5.3 Marketing Strategy Optimization of Fast Fashion Clothing Brands in the Context of Big Data**

#### **5.3.1 Enrich Product Categories and Shape Product Characteristics**

Fast fashion clothing brands need more products and less quantity in the big data environment. On the one hand, diversified styles provide consumers with diversified choices, improve consumers' shopping experience, make up for the market vacancy brought by a certain style out of stock, and ensure the normal operation of the brand. On the other hand, the small quantity of each product will artificially cause the scarcity of products, stimulating consumers' desire to pursue scarce products and relieving consumers' concerns about "matching clothes", attracting consumers' desire to buy and meet their personalized needs. Designers of fast fashion clothing brands walk worldwide in catwalk shows, fashion brand conferences, and fashion capitals' streets. They quickly grasp the fashion trend, collect fashion elements, capture fashion inspiration, and combine the opinions of sales departments, production departments, and consumers to create products that meet the market demand quickly.

On the basis of taking inspiration, we understand the real needs of consumers and improve the ability of imitation. "imitation" is not equal to "plagiarism".

The competition of fast fashion clothing brands is fierce, product style is very similar, "copying" is a dead end. Therefore, effective innovation must be carried out based on imitation. Personalized customization is an effective way for fast fashion clothing brands to innovate. Fast fashion clothing brands can make full use of consumers' interactive and participatory advantages on network broadcast platforms, timely tap into consumers' personalized needs, and enhance user experience through personalized customization.

#### **5.3.2 Set Prices That Are Friendly and Satisfy Public Consumption**

We should carefully assess target consumers' income level and consumption ability and formulate reasonable and stable prices. Consumers of fast fashion clothing brands have a certain consumption capacity but are limited. Therefore, based on grasping consumers' psychological pursuit of high-cost performance, user-friendly pricing should be adopted to stimulate consumers' purchasing desire and attract consumers to buy. Fast fashion clothing brands are not luxury brands, and their prices should not be too high. Similarly, fast fashion clothing brands are not low-end clothing brands, and their prices should not be too low. At the same time, fast fashion clothing brands should stabilize market prices and avoid regular discount promotions. Otherwise, consumers will buy clothes at a discount, eventually leading to unsalable products and difficult capital recovery.

Through various measures to reduce costs and reduce product prices, consumers can choose cost-effective clothing. First of all, designers should be given appropriate power to reduce tedious approval and confirmation procedures and document transfer time, shorten the design time quickly, improve the market response speed, and finally reduce the design cost by saving time. Secondly, outsourcing production, with the help of professional advantages and scale advantages of partners, enjoys the cost advantages brought by the scale effect and reduces production costs. Finally, reducing the warehouse's storage time to speed up the inventory update reduces the inventory cost.

#### **5.3.3 Enrich Promotion Methods and Enhance Promotion Effectiveness**

In the network environment, consumer purchase channel diversification, consumer choice range is too wide. Fast fashion clothing brands should use various promotional means flexibly in the live broadcast. Regular and irregular red envelopes attract

consumers to watch the live broadcast. By issuing coupons, gifts, and other forms, attract, acquire, and retain fans silk and trigger consumers to buy. Correctly identify influential opinion leaders who can promote the brand positively, give full play to opinion leaders among consumers, and give play to their role in advertising through correct guidance and management of opinion leaders.

Advertising is carried out through WeChat, Douyin, and other channels, and consumers are attracted to live broadcasting platforms by releasing links and other forms. In addition, we should actively play the role of network event marketing and mobilize the enthusiasm of anchors and consumers by planning influential and attractive network events. For example, there have been clothing brands with the help of "Bai Baihe derailment door incident" clothing brand publicity, obtained unexpected results.

#### 5.4 Future Development of Fast Fashion Clothing Brands

From design to sale, fast fashion clothing only takes half a month, which is 4-6 months shorter than other traditional clothing. It has become a "myth" in today's clothing industry. Under the efficient supply chain management mode, fast fashion clothing brands have won the existing clothing market. From the perspective of global apparel production and layout, large apparel retailers play a leading role in enhancing rapid response capacity. With the continuous development of the Internet sales model, the single traditional online shopping mall sales model, namely the b2c model, is no longer enough to meet the existing consumer purchase desire. Fast fashion clothing brands can expand the characteristics of "fast" supply chain management, develop a more popular sales model, bring more traffic, increase user stickiness. Through the intensive promotion of social media, we communicate and share with users at any time in the live broadcast to improve customer interaction, enhance customer trust, and create a unique fast fashion clothing brand just like offline stores.

## 6 CONCLUSIONS

Fast fashion clothing brands have been leading the fashion trend, with their fast, ruthless, accurate development characteristics becoming more popular among Chinese consumers. But with the decline of the overall economic development speed, its sales are also affected by different degrees of impact. In spite

of this, the fast-fashion giants are drawing closer to the technology-based fast fashion clothing enterprises under the development tide of Internet technology. With the help of the technological advantages of big data and the dark surge of the digital era, they have increased their own investment in research and development while cooperating with external e-commerce giants to continuously develop digital marketing strategies that serve the characteristics of their industry under the big data technology, so as to realize the transformation of enterprises in the new era and achieve steady growth.

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