The Current Situation and Strategy of Brand Marketing in China's Trade

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Abstract

This paper analyzes the overall situation of brand marketing in China's foreign trade, and specifically analyzes the brand, design technology, marketing and other aspects of China's foreign trade clothing. Combined with the current situation of China's foreign trade clothing, this paper puts forward some countermeasures and suggestions to promote the development of China's foreign trade clothing. As well as to find the constraints of China's brand marketing, and find the right path of brand development.

Keywords

Brand; Self-protection Consciousness; Added Value; Foreign Trade Clothing.

1. Analysis of the current situation of brand marketing

1.1. Low degree of commodity branding

In China's annual export of more than 160 billion US dollars, only about one third of the goods marked with China's own brand account for one third of the goods have no brand: one third of the goods are foreign brands. Many knowledgeable people who came back from abroad sighed: "there are a lot of Chinese goods in foreign markets, but few of them use Chinese brands. There are cheap Chinese goods without trademarks on the streets, or Chinese goods produced for foreign businessmen." Brand is one of the components of goods. It is difficult for goods without their own brand to enter the international market. Even if they enter the international market, their competitiveness is far less than others, so it is difficult to enter the international market [1] [2].

1.2. Weak awareness of brand self-protection

In recent years, it has happened repeatedly in the international market that China's well-known brands have been preempted by foreign investors. According to statistics, the rush registration of China's export trademarks results in an annual loss of about 1 billion yuan in intangible assets [3] [4]. If a trademark is registered in a rush, it will not be able to enter the foreign market for 10 or 8 years, or it will cost hundreds or even thousands of times of the registration fee to buy back the right to use the trademark [5] [6]. The planned economy for many years has made many Chinese enterprises lack of brand awareness and brand self-protection awareness. Many enterprises give up their brands for immediate interests. State owned brands are in a difficult situation in the siege of foreign brands, let alone seizing the international market [7] [8].

1.3. The added value of the brand is low and the brand competitiveness is not strong

Chinese clothing is divided into two categories: Chinese clothing and Western clothing. China's clothing industry has two very important first: the world's first "clothing manufacturing power" and the world's first "clothing export power". However, there is a saying about the current situation of China's foreign trade in clothing: 100 million pairs of trousers made by Chinese people are exchanged for an airplane made in Europe. This is the embodiment of the poor
international competitiveness of China's clothing industry. Under the situation of economic globalization, the competition in the clothing industry is becoming increasingly fierce, which is not only a new opportunity and challenge for China's clothing industry, but also the key for China to build a clothing power from a clothing power [9].

2. The present situation of foreign trade clothing in China

2.1. China’s clothing industry brand has no scale
In recent years, although the brand awareness of China's clothing enterprises has been continuously strengthened, there are only a few well-known Chinese trademarks in China's clothing industry, and there is still a lack of real international clothing brands. Men's wear and down wear are the most mature and slightly competitive brands in China's clothing industry, such as Younger, seven wolves and other well-known brands. They have concentrated several listed companies, and their brand strength is strong, and their scale and competitiveness are in the forefront of the clothing industry. But overall, profitability is still too low. Mainly through low-cost advantage in competition with international brands.

2.2. Low level of fashion design in China
The low international competitiveness of China's clothing industry is mainly reflected in the low level of design. The main problems of fashion design in China are imitation and plagiarism. Domestic brands plagiarize domestic big brands, domestic big brands plagiarize foreign brands, and plagiarism is prevalent in China's garment industry. This is also the biggest sorrow of China's fashion industry. Cheap labor and huge market to cultivate international brands and support the embarrassing truth of foreign designers. In fact, many large-scale garment enterprises in China are typical processing enterprises. Their production capacity is relatively strong, while their design capacity and marketing capacity are relatively weak. The low level of fashion design is the main reason for the poor international competitiveness of China's clothing.

2.3. The added value of China's clothing products is low
Generally speaking, China's foreign trade clothing still has a heavy weight in the world. This kind of weight completely refers to the accumulation of "quantity", but it is far from enough in the "quality" level. In other words, China’s foreign trade clothing only focus on quantity, not quality. This is mainly reflected in China’s clothing industry is a low technical threshold and low labor to produce low-cost goods, and many of China's clothing industry is still low-level repeated construction, so there is almost no added value.

2.4. China’s clothing market sales network
Due to the lack of clothing design ability, the market development strategy of China’s clothing enterprises is limited. The vice president of ERKE pointed out that the biggest difference between China's current clothing brands and foreign advanced brands lies in the difference of supply chain. "The number of stores opened by many of our brands is a surprise to you, 6000 or even 10000. But in fact, such a goal can’t survive for a long time. Brand competition does not depend on the size of the store to win, but on the supply chain, the integration of the world’s largest manufacturing supply chain, and the development of an increasingly strong logistics supply chain." China’s clothing industry lacks in marketing technology and service value-added methods.

3. The strategy of developing China’s foreign trade clothing

3.1. Create brand advantages and improve international competitiveness
Brand is a kind of intangible assets, is the general term of product added value, is a comprehensive enterprise and its products, it covers the enterprise’s innovation ability,
enterprise management, market positioning, marketing services and other comprehensive characteristics. Creating independent brands is the only way for the garment industry to move towards the high end of the global value-added chain. The core competitiveness of clothing brand lies in product innovation and product quality. At the same time, we should do a good job of consumer positioning in brand positioning. We should infiltrate the concept of meeting the major degree of consumers into every link from product design to production, sales, and after-sales service. We should embody the quality with details, embody the connotation with culture, and meet the use price of consumers’ multi-level needs Value. To improve the international competitiveness of China’s clothing with core competitive brands.

(1) Implement strict quality management according to international standards to ensure high quality and efficient use of commodities. To create an international famous brand, Chinese enterprises should carry out all-round strict quality management from decision-making, design, manufacturing, testing, sales to after-sales service, implement 1809000 series standards, and ensure the high quality and efficient use of export commodities.

(2) Develop marketable products in the international market, especially those that can meet the needs of consumers. A famous brand is also a "civilian brand", which is the public’s name for a product brand that enjoys credibility and has a certain popularity and market share. Only by developing products popular with the public and meeting the needs of more consumers can we improve the popularity and expand the market share.

(3) Strengthen the management, take the famous brand as the leader, set up the modern enterprise group, form the scale industry. China’s enterprises are in the stage of deepening reform. On the basis of the existing famous brand production enterprises, on the basis of carrying out the evaluation of the intangible assets of famous brand trademarks, taking famous brand as the leader and assets as the link, creating conditions to merge, control and purchase enterprises with weak competitiveness across national boundaries, industries and ownership, forming modern enterprise groups and expanding famous brand enterprises The scale of assets, the scale of operation and the competitive strength of enterprises can be improved to form a scale industry, which can improve the scale efficiency of assets and the international competitiveness of enterprises.

(4) Grasp the law of the market, do a good job in marketing, expand product visibility, improve brand competitiveness. First of all, we should subdivide the international market and study the international marketing environment. From the appearance design to the trademark design, from the internal quality to the external function of the goods, we should adapt to the needs of the local market. The second is to make full use of various means and channels, especially various international media, to carry out all-round publicity of products and expand brand awareness. Finally, we should integrate into the local society, carry out public relations activities and do a good job in after-sales service.

(5) To carry out brand marketing by "controlling foreigners with foreigners". In this way of brand marketing, Hong Kong and Taiwan enterprises can draw lessons from it. The strategy adopted by Hong Kong enterprises is to win over the western market by purchasing the technology and patents of western enterprises. They not only make use of their famous brands, but also make use of their markets to establish their own brands. Taiwan enterprises, on the other hand, join hands with well-known foreign enterprises to make use of their famous brands and develop their own brands. Once their brands and products are accepted by the market, they will compete independently. Many western developed countries buy our products through joint ventures: brands enter our market, occupy the market, immediately: block our brands, play their own brands. Chinese enterprises can learn from these experiences when they carry out brand marketing. We should try our best to use our own brand in "three to one compensation" and license trade, so as not to be passive forever. Enterprises with advanced equipment, excellent technology and high staff quality should not only focus on immediate interests but
also create their own famous brands through their own efforts. Some powerful and large-scale enterprises can go abroad, acquire foreign enterprises, and use others' brands to launch their own brands.

3.2. Improve design level and increase added value

The increase of added value of clothing products and the rise of strong brands are one of the driving forces for the continuous growth of China's clothing export trade. In order to get rid of the status quo of lack of international recognition, weak product competitiveness and extremely low brand added value, China's garment enterprises should develop from passive imitation processing enterprises to brand management enterprises. This puts forward higher requirements for the level, structure and practicability of talents. Therefore, China's clothing industry should strengthen the research of talent training mode, form a group of high professional quality, strong practical ability of composite clothing talent team, improve the level of China's clothing design, and inject strong power into the follow-up development of China's clothing industry.

3.3. Strengthen marketing ability

The competition in the 21st century will be the competition between supply chains. Strengthening the management of industrial supply chain has become a strategic choice for world enterprises to further improve their competitiveness. The development of China's foreign trade clothing marketing ability can be realized through the Internet e-commerce. E-commerce has become a new economic growth point in the 21st century due to its characteristics of simplifying trade process, surpassing time and space limitation, low cost and high profit. For the clothing industry, enterprises and individual consumers, the conditions for the development and implementation of B to B, B to c e-commerce are basically mature, and the state is increasing legal support. Therefore, it is necessary to strengthen its development and implementation, and promote its application and promotion.

According to the current situation of China's foreign trade clothing, in order to improve the international competitiveness of China's foreign trade clothing industry, it is necessary to comprehensively improve the product quality, clothing culture, design level, technology and equipment level, management level, talent quality, information level and public service ability of the clothing industry, guide the development of industry science and technology, promote the scientific and technological progress of enterprises, and drive the overall industrial upgrading. Promote the enhancement of technology, innovation, independent R & D capacity, high-tech development and production capacity of the industry.

4. Give full play to the government function in brand marketing

Famous brand is not only the main factor to measure a country's technical level, industrial foundation and international competitiveness, but also an important materialized image of a country on the international stage. The popularity and competitiveness of domestic products in the international market is related to the improvement of national image and popularity. Therefore, in the brand marketing of enterprises' foreign trade, the relevant government departments should have a clear idea and policy guidance to provide preferential policies and support for enterprises to create international famous brands. Specific measures can be taken as follows: bringing the development of export famous brand products into the medium and long-term development plan of national economy, and vigorously supporting the national brand products with market and future. We should strengthen the publicity of implementing the famous brand strategy, raise awareness of the importance of famous brands, further establish and improve relevant laws and policies, prevent foreign investors from swallowing
Chinese brands by means of joint ventures, supervise the overseas registration of Chinese brands, and protect state-owned intangible assets.

5. Summary

In the international market to create their own well-known brand is inseparable from the appropriate environment nourishment. To some extent, the promotion of brand value is inseparable from the intellectual property content attached to well-known brands. The prominent problem at this stage is that for export enterprises, especially for many small and medium-sized enterprises, although they all know the importance of improving the content of intellectual property rights in brands, they often have more than enough efforts in the actual operation process. Therefore, it is necessary for relevant government departments to help export enterprises protect their intellectual property rights in the process of building their own famous brands.

References