

Analysis of Marketing Path of Foshan Furniture Enterprises under the Perspective of International Trade

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Abstract

With the continuous development of the economy, the development of China's furniture enterprises has been accelerating. This paper is based on the international trade perspective, selected as the furniture industry town of Foshan as the object of study, to explore the current situation of marketing of Foshan furniture enterprises, problems and path analysis, with a view to Foshan and even the development of the national furniture enterprises to provide reference.

Keywords

International Trade; Furniture Enterprises; Marketing.

1. Introduction

According to the data of the National Bureau of Statistics, in the year of 2022, the operating income of furniture manufacturing enterprises above designated size was 762.41 billion yuan, down 8.1% year-on-year; and the total profit realized was 47.12 billion yuan, up 7.9% year-on-year. However, as a whole, the export growth rate of products is significantly lower than that of imports, and the problems in product marketing have become a key factor restricting the internationalization and development of furniture enterprises. Foshan, as the world's largest pan-family and building materials industry chain cluster manufacturing base and China's furniture industry leader, has more than 4,000 furniture manufacturing enterprises, of which 470 enterprises above the scale; of which Shunde District's 400 regulated enterprises, 274 are located in Longjiang Town. In 2023, Foshan City, Foshan City is the beginning of the "home has Foshan made" as a series of industrial IP activities, enough to prove that the city of Foshan City on the development of the private economy, to promote the transformation of the manufacturing industry to accelerate high-quality development of the importance of the city. Foshan furniture enterprises to take advantage of the fierce international competition, we must pay attention to product marketing, actively participate in the division of labor and cooperation of the international furniture industry, in particular, to firmly grasp the advantages of the digital economy and the era of big data, and comprehensively improve the level of marketing management, so that the furniture enterprises to expand a larger market space.

2. Motivation and Role of Furniture Enterprise Marketing

2.1. Accelerates the Transformation and Upgrading of Domestic Furniture Enterprises

At present, many small and medium-sized furniture enterprises in China still use the crude production method, do not form the brand advantage, and there is no brand credibility in international competition. In the process of market development will encounter great difficulties, especially for furniture such as the industry has entered the maturity period, it is difficult to occupy the international market. In order to better cope with international competition, the domestic furniture industry must carry out integration and development and transformation and upgrading, make full use of the existing industrial layout, realize the

industrialization and standardization development of the furniture market, and gradually realize branding, scaling and specialization, so as to continuously improve the market competitiveness of Chinese furniture enterprises.

2.2. Find New Profit Growth Points for Domestic Furniture Enterprises

After decades of development, China's furniture industry has been transformed from the handmade era to the modern stage of large-scale production, and has now become the world's largest furniture producer. 2021 China's furniture industry production was 111,937,200 pieces, an increase of 14.0%, China's furniture industry is basically saturated in the domestic market, with a relative surplus of production capacity, and in the international market, there is a much broader space for development. Can bring higher profits for the enterprise, so as to find a new profit growth point, to achieve better development. Analysis of data from China's General Administration of Customs shows that in the first five months of 2023, Chinese enterprises' exports of furniture and its parts have reached RMB 185 billion, an increase of 0.4% compared with the same period of last year, and were exported to Japan, South Korea, the United States, the Netherlands and other countries. More and more furniture enterprises are focusing on international trade in anticipation of more development opportunities.

3. The Current Development Trend of Foshan Furniture Enterprises in International Trade

Although the output of Chinese furniture enterprises has long been in the forefront of the world, trade exports to maintain a sustained and stable growth trend, but as a whole, it does not yet have an absolute advantage. And with the development of the times, the furniture industry has undergone profound changes, such as the furniture offerings from the simple provision of products to the provision of products plus services, while the product delivery form, market patterns, channels and industrial ecology is also constantly being reshaped [1]. Brand development has become a major trend of future development, a company without brand awareness is difficult to take advantage of the international competition. For Foshan furniture enterprises, a large number of small and medium-sized enterprises are the main body of furniture enterprises, international well-known brands are less, furniture enterprises should accelerate the change from rough operation to intensive, establish brand awareness, in the production of implementation standards and efforts to internationalization, to strengthen their own brand image, to achieve convergence with the international market. In the era of digital economy, the international trade of furniture enterprises has also entered a new era of digital development, digital e-commerce platform for furniture enterprises to participate in international trade to create favorable conditions, greatly reducing the threshold of participation in international trade in the furniture industry, cross-border e-commerce has also become an effective way to actively participate in international trade in furniture enterprises.

4. International Trade Perspective of Furniture Enterprises in Product Marketing Problems

4.1. Insufficient Cognition of the Importance of the Brand

In the traditional marketing management mode, the product marketing of Chinese furniture enterprises are based on offline one-way publicity, do not pay attention to online brand marketing, ignoring the customer's buying experience. And the current furniture enterprises are generally faced with the problem of product homogenization, unable to meet the personalized needs of customers. At the same time, China's furniture export enterprises also exists in the general shortcomings of insufficient technical content, style, style and other aspects of the lack of innovation efforts to further furnish the emergence of product homogenization

problems [2]. In the international market, furniture enterprises are facing a completely different business environment from the domestic market, the traditional marketing and promotion activities are difficult to form a brand impact, win the trust of customers, thus greatly restricting the development of international trade of furniture enterprises.

4.2. Insufficient Application of Internet Economy

Today's society has stepped into the Internet era, the widespread use of the Internet for international trade to bring convenience. In the furniture industry, as the furniture enterprises mainly focus on the actual experience, the software and hardware facilities for the development of the digital economy have certain deficiencies, resulting in the shrinkage of offline traffic, customer acquisition costs, while the online traffic is flooded with traffic, traffic is difficult to convert the contradictory phenomenon [3]. International trade takes more traditional mode, in the Internet era, can not give full play to the advantages of modern marketing means. Ideally, big data analysis enables furniture enterprises to more accurately and quickly obtain the needs of target customers and realize precision marketing; and most furniture enterprises lack an integrated marketing layout. Big data is more just applied to the differentiation of products and prices, not based on their own operating characteristics and customer needs to develop marketing plans, and ultimately it is difficult to form a brand effect, can not improve the core competitiveness of enterprises.

4.3. Lack of Internationalized Product Marketing Talents

Furniture enterprises should have market demand analysis, online and offline communication, marketing planning, product management analysis and other aspects of the composite furniture talent with comprehensive capabilities [4]. The international trade is more complex than domestic trade, and the talent requirements for product marketing are also higher. Marketing talents should not only fully understand their own furniture products, familiar with international trade business processes, but also pay attention to the legal policies and cultural background of the country where the partner is located. Especially with the development of cross-border e-commerce, online marketing has become an important form of international trade marketing, marketing talents should have the ability to apply and analyze big data, and be familiar with the business process and requirements of cross-border e-commerce. And China's furniture enterprises as a traditional industry, most of them are in industrial parks, both from the welfare benefits or development prospects, itself lack of attraction to high-end international trade talents, many furniture enterprises also do not have international trade personnel training awareness, resulting in a larger gap in the international marketing talent.

4.4. Ignore the Importance of the Original Design of Furniture Products on Marketing

Design originality is an important form of power to promote enterprise development [5]. In the international trade market, high-quality product design is more obvious to the enterprise to develop the marketing market and enhance the role of brand awareness. However, many of our furniture enterprises have neglected the role of product design in the promotion of marketing, and there are problems such as serious product homogenization and vague brand positioning. In the absence of high-quality original design, product design and marketing development strategy is disconnected, differentiated marketing strategy is difficult to be effectively implemented, is not conducive to the product brand image in the international publicity and promotion.

4.5. Cross-border Marketing is Greatly Influenced by Local Policies and Environmental Factors.

International trade to successfully realize marketing promotion in a new country or region, always subject to the impact of local policies and environmental factors. In international trade competition, the host country in order to protect the development of domestic enterprises, will take certain policy constraints on cross-border trade enterprises. Moreover, cross-border marketing will also face a completely different political and cultural environment with the domestic, when the marketing strategy and the local political and cultural life conflict, cross-border product marketing will be difficult to achieve success. In addition, we are facing increasing risks and challenges in the context of the unprecedented changes. The increasing trade friction makes China's furniture product exports received trade barriers, anti-dumping and many other problems, these problems in China's export enterprises to damage the image of the same time, directly affecting the export efficiency of China's furniture enterprises [6].

5. International Trade Perspective Furniture Enterprise Product Marketing Path Analysis

5.1. Vigorously Promote the Development of New Media Marketing

Furniture enterprises are paying more and more attention to network new media marketing. In the development of international trade, it is necessary to vigorously promote the application and development of new media marketing, relying on network information platforms and e-commerce technology, through the network live broadcast, short videos, high-quality corporate website, etc. to carry out network new media marketing, to do a good job of furniture product value publicity and brand establishment, to overcome the limitations of offline marketing in terms of time and space, to create a dual marketing model of online + offline, to achieve the transformation of traditional marketing to modern new The transformation of traditional marketing to modern new media marketing, so as to better develop the international market.

5.2. Fully Apply the Internet to Realize Differentiated Product Marketing

In the more complex and intense international marketing, the application of the Internet can play its role. The marketing work should be able to effectively obtain the needs and preferences of target customers, and improve the accuracy of marketing management. More importantly, through the full application of big data, we can effectively explore potential customers and meet the personalized needs of different customers.

5.3. Cultivate Marketing Talents with Internationalization Level

Marketing talents with internationalization level are urgently needed in all industries, and furniture enterprises need to increase the introduction and training of talents. To gradually establish a perfect talent training system, the international marketing personnel's salary, welfare treatment, social status and other all-round enhancement and improvement, and constantly optimize the cultivation environment of international marketing talents. Furniture business executives should improve the training of international marketing personnel awareness, international marketing into the strategic development of enterprises, to ensure that international marketing personnel can participate in the international strategic promotion of furniture products throughout the process, which is conducive to enhancing the competition in the international market.

5.4. Do a Good Job in the Original Design of Furniture Products

Product design can also be seen as a direct display of marketing work outside, with distinctive features of the product design of the corporate brand image plays a good role in publicity, thus driving product marketing. And improve the originality of furniture enterprise design, can be

precipitated from the cultural value connotation, enhance the enterprise design cognition, build enterprise design ecosystem, build a design docking platform, improve the design of property rights protection system and other aspects [7]. The current domestic furniture enterprise product homogenization is serious, the brand characteristics are not distinctive and low recognition, to adhere to the brand positioning marketing strategy, develop a systematic packaging design program, and differentiated packaging. Both focus on the effective distinction between different individual products, but also to do a good job of the overall brand of furniture products and the design of series products to enhance the brand value of furniture products.

5.5. Cross-border Marketing to Do a Good Job in the Preliminary Preparatory Work

The current international political and economic situation is complex and volatile, the furniture industry environment ups and downs, a variety of trade uncertainty rises, in order to successfully realize international trade must do a good job of adequate preliminary preparations to deal with a variety of crises and problems that may arise. Mainly reflected in two aspects: on the one hand, to familiarize with the trade partner's country in advance of the political, legal and economic environment, fully understand the restrictions on import and export trade, especially for the possible existence of technical barriers to trade, we must take adequate countermeasures; on the other hand, we must respect the cultural background of the partner's country, a full understanding of the cultural differences between the two sides, as far as possible, to dissolve the cultural differences on international trade marketing. The impact of cultural differences on international trade marketing. At the same time, the existing digital technology can also be used to create a digital integrated supply chain system, so as to realize the effective linkage of production, design, distribution, procurement, after-sales service and other activities of the entire supply chain bar [8].

6. Conclusion

In the domestic furniture market into maturity, in today's high-quality development environment, the competition of furniture enterprises is not only the product level competition, has risen to the higher order of the brand multi-factor competition, Foshan, and even the domestic furniture enterprises must be rid of the traditional sloppy development mode of the problem of attention. Furniture enterprises to actively participate in international trade, although to enhance the market competitiveness of enterprises, but in promoting the transformation and upgrading of furniture enterprises, to help furniture enterprises to find new stable profit growth point plays an important role. The current furniture industry in international trade there is a significant trade deficit, product marketing problems have become the key factors causing the trade deficit, furniture enterprises need to pay great attention to product marketing, and constantly develop the product marketing path, expand the furniture enterprise overseas market business, enhance market competitiveness and brand influence.

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