

BJHG – The Gen-z Brand Stands out from The Competitive Clothing Market with Well-designed Digital Marketing Strategy and Followed Business Management Innovation

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Abstract

This paper provides readers with a detailed snapshot of BJHG, a outstanding Gen-Z brand making waves in the competitive clothing market. BJHG has occupied an important place in the fashion clothing industry with digital marketing by skillfully designing the competitive landscape. This summary explores essential aspects like the brand's background, strategies in communication and digital marketing, the consumer perception related to brand exposure, post-digital innovative business management, and the brand's dedication to communication and Corporate Social Responsibility (CSR). In essence, the abstract delivers how BJHG's distinctive methods have propelled its success in a highly competitive market.

Keywords

Digital Marketing Innovation; Intelligent Business Management; BJHG.

1. Introduction

Brief overview of BJHG as a Gen-Z brand in the clothing market.

According to Wikipedia, "A brand is a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers." To understand the brand culture of BJHG, we can start to know it beginning with the logo. The official website of BJHG presents their design of logo as "BE JUST HARDLY GOOD." The logo symbolized the commitment to innovation and the spirit of craftsmanship for continuous improvement. The phrase "年轻就要不计后果," translated as "Being young means disregarding consequences," in just eight words encapsulates BJHG's enduring philosophy of always moving forward.

Emphasis on the brand's significance and impact in the industry.

Since its establishment, BJHG has consistently adhered to a brand design philosophy based on simplicity and practicality. Here is an impressive example BJHG has in the marketing industry: The collaboration with influencer Che Che. "The 'BJHG No Consequences' T-shirt, originally priced at 138 yuan, was directly discounted to 79 yuan in Che Che's live broadcast room, a departure from the conventional perception of luxury street-wear brands that typically cost several thousand yuan." "It is understood that over 10,000 units of the BJHG No Consequences T-shirt were sold in Che Che's live broadcast room." The report presents BJHG's collaboration with Che Che creates a new epoch of clothing digital marketing.

2. Communication and Digital Marketing of BJHG

2.1. Introduction

According to the marketing's 4Ps, BJHG's communication strategies are presented by 4 areas – product, price, place and promotion.

The product of BJHG is clothing with styles for young generations – Hiphop, fashion and many other new elements in the design area. The pricing range is set for students and young

generation who do have budgets for money with limited consuming ability. Their marketing platforms are Taobao, Douyin and Redbook. Their promotion strategies include influencer collaboration, discount and sale, live shopping and Event planning.

Douyin is the main platform BJHG create the sale magic in the clothing industry. "Behind the "trendy content width + live conversion depth" of Douyin e-commerce, on one end is the underlying information distribution model, and on the other end is the efficient iteration and optimization of content forms such as short videos, live broadcasts, and search. The connection between the two has also become the major driving force for anchors and trendy brands to choose to go all-in." According to the news report, Douyin has the detailed and complicated calculation system of brand exposure. The efficient utilization of short-video epoch becomes the strong power pushing BJHG to be one of the best selling clothing brand online.

2.2. The SWOT Analysis

1) Strengths:

Affordable Pricing: The competitive pricing strategy used by BJHG successfully targeted students and the young generation who prefer to wear fashionable clothing at budget-friendly prices.

Design for young generation: The brand focuses on trendy and cool clothing, aligning with the preferences of the target market, capturing the essence of youth culture.

Strategic Marketing Channels: BJHG focused on leveraging popular platforms like Douyin and Taobao through live shopping, which allows them to reach huge amount of online audience and engage with potential customers in real-time.

Discounts: The application of substantial discounts during festivals stimulates sales and promotes brand exposure.

2) Weaknesses:

Dependency on Online Platforms: The development of local stores are seriously limited. The heavy dependence on Douyin and Taobao may contain a risk while there are changes in policies, or market dynamics on these platforms everyday.

Limited Products: Clothing industry is a industry with high requirement to sensitivity, because fashion can change really fast. Focusing primarily on cool and trendy clothing may limit BJHG's market reach, especially if there is a demand for more diverse, luxury or specific fashion segments.

3) Opportunities:

Growing E-commerce Market: The continuous growth of the e-commerce market provides BJHG with opportunities to expand its online presence and reach a broader customer base – nothing is impossible under the internet epoch.

Strategic Influencer Collaborations: Collaborating with influencers on Douyin and Taobao can significantly boost brand visibility and credibility.

4) Threats:

Competition: BJHG has numerous competitors in the same brand segmentation - The fashion industry is highly competitive, and the threats from other affordable clothing brands targets the same demographic.

Influencer Dependence: Overreliance on influencer collaborations may be a risk if influencers are not verified for reputation or popularity, or if collaborations become less effective over time.

Originality: The design of BJHG is contradictory – most of the clothing brands on the clothing markets do not have their "boom" ideas – the style that can be recognized from the public at the first look.

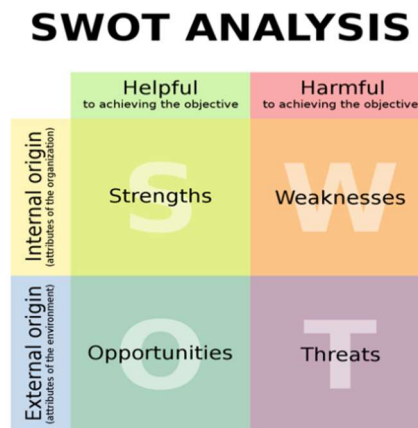


Figure 1. SWOT Analysis of BJHG

2.3. Examples of Specific Campaigns Or Approaches Employed by BJHG

BJHG collaborates for the first time with the local CHAOS Frisbee Club in Hangzhou.

Here are the three slogans they have (after translation.)

"Frisbee doesn't touch the ground, never give up."

"Breaking social barriers, freely shedding sweat."

"YOUTH MEANS REGARDLESS"

Different from traditional social events of similar clothing, the event encourages participants to break barriers in the spirit of positive collaboration. This marketing event well present BJHG's commitment to creating an environment where individuals can express themselves through both sport and style. Frisbee, as the trending new sports in the past years, has the similar brand image to BJHG – the critical words are young, energetic, and brave. This event is more than a meeting combined with fashion clothing brand and a trending sport - it's a celebration of boundless energy that defines both BJHG and the vibrant youth culture it embodies.

3. Consumer Perception of BJHG

BJHG has gained a solid customer foundation for their future development.

RedBook, as one of the main social media platform BJHG used to promote their brand exposure, has already owned a community of BJHG. There are two main groups – consumers have opposite opinions to BJHG.

The group composed by BJHG's loyal customers have posted many content introducing clothes style, how to make nice outfit and other perspectives of BJHG. Collaborated with official accounts' management and influencers' outreach, the company successfullt leverage the brand reputation, especially among the young generations.

Brands need perceive negative comments. The hottest controversy is about the products' quality.

Community Relation's importance starts to be emphasized at this stage. Most negative comments online show customers' perspectives to BJHG – BJHG is lack of management of products' quality and customer services.

Products' quality should be constant. At the initial period of BJHG development, their online store have limited numbers of clothes and they do not have large numbers of orders. Under this circumstances, they have enough space to choose the trusted factories to produce the clothes. With the expansion of brand, BJHG's orders is increasing rapidly, while their pace choosing good factories to produce their clothes, whose categories are also increasing. Customers are

sensitive to products' quality – it is important to keep constant on products' quality to set up loyal customers community.

Customer service is also essential. BJHG do not have well enough training on their Taobao customer service – while using robot to reply most of the common question, it is important to train every support staff with comprehensive instructions about how to deal with quality issue, refund and return, and many other situations. Consistency and efficiency are two of the most important keys of good customer service.

While BJHG has two big shortages during the brand development process, the brand did a great job in absorbing new customers and promoting brand exposure. Most of young generation has at least heard from BJHG or bought one clothes from them. Their brand posts on Redbook are filled with detailed recommendations – they have successfully occupy the social media in the presentation format as young generation's daily outfit.

4. Business Management after Digital Innovation of BJHG

According to the market analysis, the reasons that BJHG's social media reputation becomes contradictory is that their adjustment to business structure and advertising activities cannot keep pace with the development speed. However, at the same time, BJHG has gain benefit from the “negative” changes.

To address this issue, companies must have a comprehensive review of their business structure and advertising strategies – the business development plan should be align with the dynamic markets' changing flow.

At the same time, evaluation to their internal organization, processes, and decision-making frameworks is important. The evaluation process may include examining the flexibility of teams, the efficiency of communication channels, and the speed of decision-making processes. Their business goal can be more approachable, more flexible and more reliable by setting up a more adaptable internal structure.

Besides, BJHG should pay more attention to advertising activitie. Marketing strategies should be dynamic and responsive to changes in consumer preferences, emerging platforms, and technological advancements. It is essential for companies to keep sensitive to the latest trends in digital marketing, social media, and other advertising channels. Utilizing technologies like AI to do marketing analytics and market research can provide valuable insights into consumer behavior. In this case, the company can predict the markets' changes and make business plans in a better way.

Additionally, open and transparent communication with customers is crucial in understanding their needs and addressing concerns. BJHG should improve their online channels for consumers to provide valuable insights into products – For example, What is the percentage of satisfaction of consumption at BJHG? What are consumers' preference to clothes' design? How's the shipping and returning process? Do consumers have any other concern that the brand did not pay enough attention to? Timely responses to customer feedback can well demonstrate a commitment to customer service, while it can also decrease the influence of negative comments to brand online. Investing in employee training is essential to ensure that teams are equipped with the skills and knowledge required. The training does not mean the “start training process” – it should be lasting. The industry will not stay as the same.

By implementing these strategies, companies can enhance their ability to keep pace with market developments, reduce the number of negative online comments, and finally build a more customer-focused and stable business.

5. Conclusion

BJHG, as an influential Gen-Z brand in the competitive clothing market, presented as brand with business acumen and fashion sensitivity. They strategically position itself in the clothing market, and utilize digital marketing and business management to develop their business. BJHG has strong brand commitment to simplicity, practicality and affordability – these traits attract young generation. The collaboration with influencers has gained large numbers of followers and profoundly leveraging their brand exposure. As a new fashion brand, they have successfully adapted to the fast-changing business world. The fast and successful development of business exists simultaneously with the crisis. The negative comments appearing on the social media platforms, the limitation of product diversity and many other challenges come up. Strategic influencer collaborations, as demonstrated in the Douyin selling performance and brand exposure, can be a key driver for brand visibility and credibility.

Customers' perspectives are essential to the brand. In order to keep a good and outstanding brand image, BJHG should take review of their business structure, including decision making process, supplier options, consumer relations management and employees' training.

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