

Analysis of green marketing strategy of clothing brand under consumer cognition

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Abstract

In the global environmental issues have been paid more and more attention today, social and economic development in the social and consumer welfare at the same time caused a bad natural environment and social environment directly threaten people's health. Sustainable development has become a major issue that countries all over the world pay more and more attention to, and environmental protection is a key part of the implementation of sustainable development strategies. As the pillar industry of our country, the implementation of green marketing will inevitably have a significant positive impact on the sustainable development of our country. Based on the current situation of green consumption in the clothing industry, this paper proposes corresponding strategies for the implementation of green marketing for Chinese clothing enterprises through the analysis of 4P marketing theory and consumer cognition.

Keywords

Green marketing, sustainable development, 4P marketing theory.

1. Background and present situation of green marketing in textile and garment industry

Since the Industrial Revolution in 1800, due to the needs of modernization and standardized mass production, human beings began to carry out all-round and large-scale natural transformation activities, ignoring the laws of nature, overconsumption and use of natural resources to meet their own needs of pure material consumption. Since the 1970s, an unprecedented green revolution with environmental protection as the theme has been set off around the world. Building a sustainable society harmonizing the relationship between economic and social development and environmental protection has become an important theme in the global wave of social reform in this century. As one of the pillar industries of the global economy, the textile and garment industry has developed into one of the industries with the largest waste and waste in recent years, which has led to serious environmental pollution. As the main production base of textile and garment in the world, China is also troubled by the environmental pollution caused by textile and garment waste.

Based on the above situation, in the era of sustainable and circular development of the global fashion industry, the fashion industry needs to explore effective ways to solve the problem of environmental pollution caused by long-term development. In China, the sudden COVID-19 crisis has strengthened the awareness of sustainable development issues from the country to the public, and the transformation and upgrading of the fashion industry has to be accelerated. In recent years, in the actual process of green marketing practice, the circular industry chain and circular economy practice of China's garment industry are facing many challenges and opportunities. Taking Chinese and foreign environmental brands as an example, VEJA is a green brand committed to environmental protection, low-carbon and sustainable, and is also a

popular sneaker brand in France. With its green and transparent production chain, Veja is recognized and loved by consumers. Stella McCartney's eponymous label from the British designer is known for its eco-friendly and animal-friendly design philosophy, eschewing fur and leather in favor of eco-friendly materials such as recycled nylon and organic cotton. Their marketing strategy focuses on emphasizing the environmental attributes of their products and showcasing the perfect combination of the brand and environmental philosophy through fashion campaigns and social media. Like VEJA, the Chinese clothing brand ICICLE Zhihe is committed to environmental protection and sustainability, and has launched co-branded shoes. However, its marketing efforts are insufficient and green marketing activities are few, resulting in low brand awareness and insufficient purchase willingness of consumers. Many well-known foreign clothing brands attach great importance to the sustainability of their own enterprises, and successively implement green marketing strategies to expand their influence among consumers. Coupled with the high acceptance of green products by consumers, their sales are easier. However, Chinese consumers' awareness of green consumption is not deep enough, so domestic clothing enterprises need to actively promote green environmental protection. Guide consumers to green consumption.

Therefore, China is faced with a lack of development power of green consumption market, and consumers' understanding of green consumption is still shallow. How to effectively stimulate consumers' green purchase behavior is an important factor to promote green consumption and achieve sustainable development. Based on consumer cognition and taking the clothing industry as an example, this paper will make the following analysis for the green marketing of enterprises:

2. The 4P theory analysis of green marketing

Professor Kenpeattie of the University of Wales pointed out in his book "Green Marketing: The Business Trend of turning crisis into Business Opportunity" : "Green marketing is a management process that can identify, anticipate and meet the social needs of consumption, and can bring profits and sustainable management." The so-called green marketing refers to the enterprise in the process of production and operation, the enterprise's own interests, consumer interests and environmental protection interests of the three unified, as the center, the product and service conception, design, manufacturing and sales.

This paper will use the 4P marketing theory, product sales as the guidance, standing in the perspective of enterprises, from the perspective of product, price, channel, promotion analysis, we can see the following:

2.1. Green material application and Product design

More and more clothing enterprises began to pay attention to the environmental performance of products, and launched green clothing products using environmentally friendly materials and low-carbon production processes. These products not only meet consumers' pursuit of fashion, but also meet their expectations for environmental protection.

Green clothing brands should give priority to environmentally friendly materials, such as organic cotton and recycled fibers, to reduce environmental pollution in the production process. According to statistics, clothing brands that use organic cotton have gained higher consumer recognition and purchase willingness in the market. With the enhancement of environmental awareness, in recent years, the clothing industry has also blown a wave of sustainable fashion, with the "carbon neutral", "carbon peak" proposed, clothing brands are also accelerating to build a green industry chain. For example, Chinese sports brand Xtep released a polylactic acid T-shirt. It is understood that polylactic acid is mainly extracted from corn, straw and other starch-containing crops by fermentation, and becomes polylactic acid fiber after spinning.

Clothes made of polylactic acid fiber can be naturally degraded within 1 year when buried in a specific environment.

Green clothing brands should pay attention to the green design of products, such as the use of degradable buttons, zippers and other accessories, to reduce environmental pollution after clothing waste. At the same time, through innovative design, the concept of environmental protection and fashion elements are combined to enhance the market competitiveness of products. Upstream fabric manufacturers such as new Tianyuan Textile and Suzhou Zechao are exploring zero-pollution and sustainable development methods. It is understood that at present, new Tianyuan Textile is implementing the four stages of fashion sustainable strategy to create the concept of "zero dyeing" and "regeneration" to reduce pollution while saving resources. The fabrics produced by Suzhou Zechao Company are recycled and environmentally friendly fabrics, and the yarn is extracted from discarded Coke bottles and mineral water bottles. Now the company is the designated supplier of ZARA and H&M.

These green marketing innovation initiatives not only have environmental protection significance, but also show the forward-looking and innovative brand products in the choice of materials, providing a strong support for the brand's green marketing.

2.2. How to price green products

Due to environmental protection and social responsibility factors, the pricing complexity of green textiles has increased. If based on product environmental protection costs and consumer value perception, the green clothing industry often involves more environmentally friendly materials, more sustainable production processes and more stringent environmental standards, which will lead to an increase in product costs. However, consumers are increasingly aware of the value of environmentally friendly products and are willing to pay a higher price for environmental protection and sustainability. Therefore, when pricing, it is necessary to weigh the cost of environmental protection and consumers' awareness of the value of environmental protection, and develop a price strategy that can cover the cost and attract consumers.

Under the influence of consumer cognition, taking into account the differences in the acceptance and payment willingness of different consumers for environmentally friendly products, differentiated pricing strategies can be adopted (specific pricing levels need to refer to the brand positioning of the product) For consumers who are highly concerned about environmental protection and are willing to pay more for environmental protection, more high-end and environmentally friendly products can be provided and sold at a higher price. For consumers with relatively weak environmental awareness or price sensitivity, more cost-effective environmental products can be provided to attract them to enter the green consumer market. For example, if the target group of clothing enterprises is college students, they should take into account that college students are receptive to new things and dare to try new products. However, due to their limited income level, they have insufficient purchasing power for high-priced products, so the price of green products must be controlled to a certain extent. If the target group is a white-collar enterprise, the price is not their first consideration, they pay more attention to the quality and quality of the product, so they can develop green products with better design quality, which is easier to get their favor. If the positioning is housewives, the product can be associated with the whole family population, the most important is the product of children and the elderly, but because the housewife's understanding of green knowledge is generally less, they should vigorously promote and educate the knowledge of green products and environmental protection concepts and so on. If the enterprise can adapt to local conditions, seize the difference of consumption for market segmentation, so as to carry out green marketing strategy, it will occupy a certain market, which is a strong advantage for the profit of the enterprise.

2.3. Establishment of green product place

At the channel level, green clothing brands can seek cooperation with other enterprises or institutions to achieve win-win results. By establishing diversified information channels, for example, by working with e-commerce platforms to share resources and user data; Collaborate with designers or artists to launch co-branded styles; Cooperate with environmental protection organizations to promote the concept of green consumption. Through cooperation, gain more market information and consumer dynamics, green clothing brands can reduce costs, improve efficiency, and expand market share. For example: Li Ning and the famous Japanese fiber manufacturer Teijin Co., LTD., the use of environmentally friendly ECOIRCLE fabric launched an environmentally friendly clothing line, attracting people's attention to low-carbon clothing. Salomon actively advocates outdoor activities, launched the "GO Green" community IP focused on outdoor environmental protection, and said that it will continue to deepen green cooperation with more hiking clubs and environmental advocates across the country to jointly promote the environmentally friendly concept of green travel and low-carbon life. In addition, Salomon plans to hold more outdoor activities with the theme of green and environmental protection, in order to demonstrate the brand's strong commitment and strong sense of responsibility for environmental protection. This green marketing practice not only sets up a green model in the field of brand environmental protection, but also further enhances the brand's green image and market competitiveness. This initiative not only provides useful reference and inspiration for other clothing brands, but also encourages consumers to have a positive attitude towards the purchase of green clothing.

Secondly, the importance of online channels has become increasingly prominent in recent years. With the popularity of the Internet and the rapid development of e-commerce, online channels are playing an increasingly important role in the green clothing industry. Consumers can easily browse and buy green clothing products through the e-commerce platform, and online channels also provide enterprises with broader market coverage and more efficient sales methods. Green clothing brands should make full use of online channels, establish their own official websites, social media accounts and e-commerce platforms, and directly interact with consumers and transactions.

2.4. Promotion of green products

The core of the green clothing industry lies in its concept of environmental protection and sustainable development. Therefore, the primary task of promotion is to publicize this concept through various channels to enhance consumers' environmental awareness and green consumption concept. In the whole clothing industry, green clothing brands often have unique brand stories and cultural connotations. By telling brand stories and spreading brand culture, consumers can deepen their cognition and emotional connection to the brand, and enhance brand reputation and loyalty. Through story marketing, cultural exhibitions and other means, brands can convey the brand's green concept, environmental protection actions and sustainable development goals to consumers, and stimulate consumers' resonance and support. For example, UNIQLO, a clothing retailer from Japan, is known for offering high-quality, affordable and simple casual clothing, with the brand philosophy of "making quality clothes accessible to everyone." Uniqlo focuses on practicality and comfort, while emphasizing a sense of fashion, and therefore, has been widely welcomed around the world.

With the popularity of social media, green clothing brands can make full use of this platform for marketing promotion. For example: the release of enterprise energy saving and emission reduction data, environmental protection product certification, explaining the green functions of demonstration products, etc. At the same time, the use of product gifts, trials, preferential strategies to strengthen consumers' value perception and experience perception in this field,

enhance consumers' trust in the brand's environmental performance, and then willing to actively buy green clothing.

3. Closing remarks

Under the background of increasing environmental pollution, green marketing, as a core strategy to effectively cope with environmental challenges and promote the growth of green consumption, is a trend of marketing strategies in the current international society, which should attract the attention and input of the whole society. However, the concept of green marketing has not received widespread attention in our country, and consumers' cognitive attitude towards it is not completely positive. There are still many problems to be solved in the implementation of green marketing strategy in China's garment enterprises. Starting from the 4P marketing theory, this paper analyzes the innovative practices that clothing enterprises should do in the field of green marketing. Many domestic brands have proved that these practices will have a far-reaching impact on the enterprises themselves, consumers and the whole society, and promote the development of the whole industry in a more green and sustainable direction.

In the future, the green clothing industry will show broader prospects for development. With the continuous progress of technology and the continuous improvement of consumer awareness of environmental protection, green clothing will become the mainstream choice. At the same time, the green clothing industry will also be deeply integrated with other industries to form a more complete green industry chain and ecosystem. This will inject new impetus into the sustainable development of the garment industry and also make important contributions to the sustainable development of human society.

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