



**RESEARCH ON THE MARKETING STRATEGY OF UNIQLO IN CHINA**

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**THEMATIC CERTIFICATE  
TO**

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## Abstract

Research Title: Research on the Marketing Strategy of Uniqlo in China

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China has a huge demand for clothing and, with the continuous improvement of people's living standards, the requirements for clothing also improved with the pursuit of novel design and high quality. As a fast fashion brand that entered the Chinese market early, Uniqlo has brought different experiences to Chinese consumers, which caused great resistance to the Chinese garment enterprises. Looking at Uniqlo's development in China over the past two decades, the initial period of no profit to the current quarter of turnover comes from China, which is inseparable from the implemented marketing strategy.

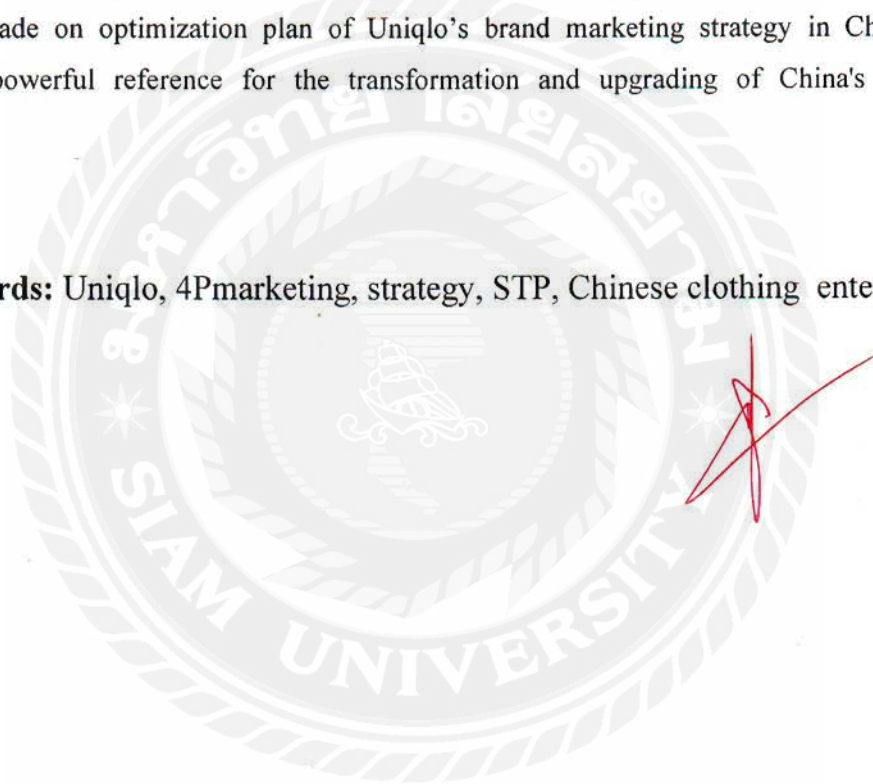
This paper used Uniqlo as the research object, utilized 4Ps marketing strategy theory and STP theory. Uniqlo's development process in China was analyzed in three stages, and analyzed its marketing environment from six aspects: politics, economy, society, technology, industry, and competition. An in-depth study of its current marketing strategy and existing problems in China institute, with four aspects: product, price, channel and promotion. On this basis, a questionnaire about Uniqlo's marketing strategy was developed, effective data was screened, and association rules was used to mine the key factors of Uniqlo consumers' clothing purchases. Uniqlo consumers were subdivided by multiple mapping diagrams. A structural equation model were established to analyze the influencing factors of Uniqlo consumer satisfaction. The results show that: (1) Uniqlo's development in China was not easy, it has gone through three stages. From the failure of the exploration period, finding the problem, solve the problems; gradual adaptation to the reform period and the current period of expansion has been moderately successful; (2) The political, economic, social, technological and industrial environment in China was basically conducive to the development of Uniqlo, while the competitive environment was relatively fierce, especially among brands of the same type, but generally speaking, the marketing environment was good; (3) According to the



empirical analysis results, the factors that Uniqlo consumers pay attention to when choosing clothing, fabric, comfort, price and quality were closely related, which was also the factors that consumers pay the most attention to. The results of multiple correspondence analysis showed that the younger group preferred Uniqlo online shopping channels, while the middle-aged group preferred physical stores. Price reduction promotion was the preferred promotion method of most groups; The reasonableness of pricing was based on the level of income. The results of structural equation model showed that product characteristics, pricing rationality and channel convenience all had a direct and significant positive effect on Uniqlo consumers' overall satisfaction, while promotion stimulation had a direct and positive effect on Uniqlo consumers, but the effect was not significant.

Finally, combining the theoretical basis, current situation analysis, and empirical research, the author made on optimization plan of Uniqlo's brand marketing strategy in China, and provided a powerful reference for the transformation and upgrading of China's garment enterprises.

**Keywords:** Uniqlo, 4Pmarketing, strategy, STP, Chinese clothing enterprises



## 摘要

题目：          优衣库在中国的营销策略研究  
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中国对服装有着巨大的需求，随着人们生活水平的不断提高，人们对服装的要求也随着对新颖设计和高品质的追求而提高。优衣库作为一个较早进入中国市场的快时尚品牌，给中国消费者带来了不同的体验，这对中国服装企业造成了很大的阻力。纵观优衣库过去20年在中国的发展，从最初的无利润到当前季度的营业额都来自中国，这与优衣库实施的营销策略密不可分。

本文以优衣库为研究对象，运用4Ps营销策略理论和STP理论。将优衣库在中国的发展过程分为三个阶段进行分析，并从政治、经济、社会、技术、产业、竞争六个方面分析优衣库在中国的营销环境。从产品、价格、渠道、促销四个方面深入研究其在中国的营销策略及存在的问题。在此基础上，编制优衣库营销策略问卷，筛选有效数据，利用关联规则挖掘优衣库消费者购买服装的关键因素。优衣库的消费者被多个映射图细分。建立结构方程模型，分析优衣库消费者满意度的影响因素。研究结果表明：(1)优衣库在中国的发展并不容易，经历了三个阶段。从失败的探索阶段，发现问题，解决问题；逐步适应改革时期和当前扩张期，取得了一定的成功；(2)中国的政治、经济、社会、科技和产业环境基本有利于优衣库的发展，而竞争环境相对激烈，特别是同类型品牌之间，但总体而言营销环境较好；(3)根据实证分析结果表明，优衣库消费者在选择服装时所关注的因素，面料、舒适度、价格和质量都是密切相关的，这也是消费者最关注的因素。多重对应分析结果显示，年轻人群更喜欢优衣库网购渠道，而中年人群更喜欢实体店。降价促销是大多数群体的首选促销方式；定价的合理性是以收入水平为基础的。结构方程模型的结果表明，产品特性、定价合理性、渠道便捷性对优衣库消费者整体满意度均有直接显著的正向影响，促销刺激对优衣库消费者整体满意度有直接显著的正向影响，但影响不显著。

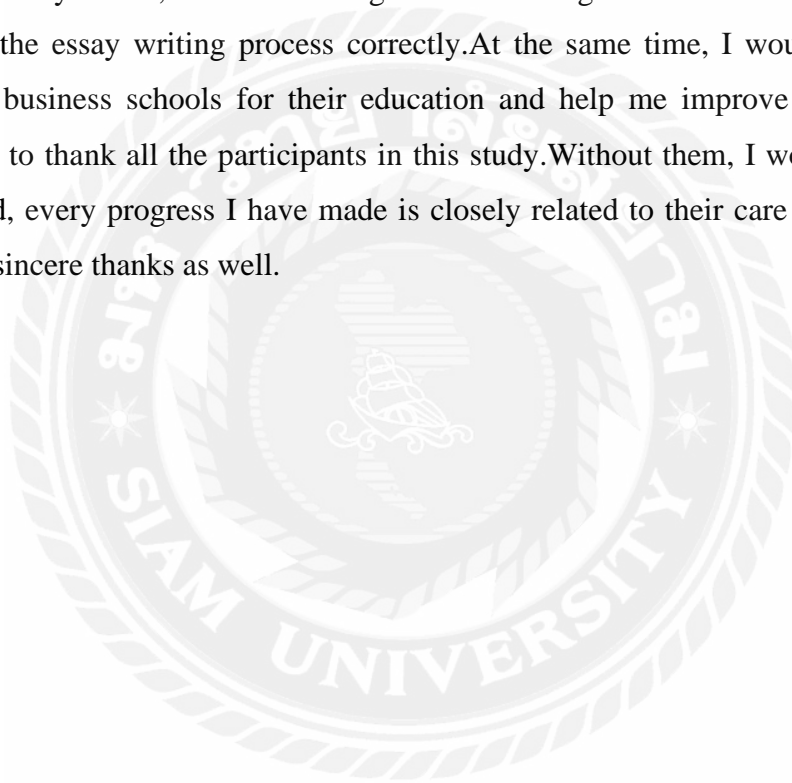
最后，结合理论基础、现状分析和实证研究，提出优衣库在中国的品牌营销策略优化方案，为中国服装企业的转型升级提供有力的参考。

**关键词：**优衣库      4Ps营销策略      STP战略      中国服装企业

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I really have to sigh, how time so fast, these four years happened as if it was yesterday, I in Siam University years, I learned a lot in the school. These things broaden my horizon and enhance my learning ability. At the same time, I would like to thank the people who helped me in this process. Help others. I would like to take this opportunity to thank those who have supported me in different ways.

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# 1. INTRODUCTION

This chapter explains the background of the topic selection of Uniqlo marketing strategy research and the research significance of this topic. After analyzing the purpose and main content of Uniqlo marketing strategy research, the main research methods and paper structure are given. Layout, so as to pave the way for the next discussion.

## 1.1 Research Background

In the clothing industry, in addition to luxury brands and poor-quality miscellaneous products, products of intermediate brands are highly competitive in the market." With the development of information tools, people's consumption, demand and consumption habits have undergone revolutionary changes. The clothing industry has also received a strong impact, and reform is imminent. So far, some international brands have made certain breakthroughs and established their own set of marketing strategies. For example, H&M, ZARA, Uniqlo and other companies have adopted a set of PA (self There is a business model of professional brand retailers. Among them, the well-known fast food brands H&M and ZARA use SPA models to quickly imitate them within 3 weeks and immediately put them on the shelves. The so-called vegetarian fashion industry has super timely response to fashion trends. As long as the goods are sold out at low prices, they will be immediately replaced with new popular products.

According to statistics, it is equivalent to the general brand launching four times a year according to the season. The product update of ZARA often pays attention to the excess quality of popularity, while Uniqlo product concept of "clothing as supporting role and human beings as the protagonist". The product is launched 16 times in the base year of the long-selling type, and the pursuit of high-quality products is the goal. Therefore, there are fewer styles of clothes, coupled with less suitable material design, and product development takes one year. In time, I hope that consumers will use Uniqlo ' s agricultural clothing as counterfeit goods to establish a new position in the clothing industry and attract different consumers. For the price set by the Japanese standard customer group, many practitioners adopt "The Strategy".

Similarly, in 2002, Uniqlo escaped into the Chinese market with a low-price strategy

that was no match for the lower local prices. In order to save costs, it had to use poorer quality materials, but the low-price strategy failed. In 2006, when Uniqlo entered the Chinese market with the qualifications of higher-priced "imports", this change brought a revolutionary victory to Uniqlo." To this day, to maintain sexual interest, we must accept the baptism of the times and keep up with consumer consumption. Changes in demand and persistence in reforming and innovating brand cultural marketing are the driving force behind Uniqlo's current victory. With the market structure and values, competition among brands is fierce.

In the context of the rapid development of China's overall economy, people have more and more disposable income to meet their daily needs. Therefore, people begin to demand for the quality of life and pursue a stronger sense of art and form, with more categories and higher levels of beauty. Therefore, the garment industry has been developing better and better. As the most populous country, more and more foreign brands are targeting the do not miss the big market, such as uniqlo has entered the Chinese market as early as 2002, and once in a year and a half break 100 stores, more what makes the Chinese after the outbreak remove uniqlo this brand of the world's largest market, the number of retail stores in China has surpassed Japan.

## **1.2 Research significance**

Practical significance:

In recent decades, my country ' s economy has developed rapidly. Today, with the improvement of people's living standards, more and more attention has been paid to the quality of life. Uniqlo is loved by more people in China and other countries. There are more brands and discounts in the foreign clothing industry, and Europe and the United States are the superpowers of clothing industry consumption. Although the clothing industry is sought after by the broad masses of people, due to fierce market competition, product profits are too low, and many companies in the clothing industry are slowly accumulating through small operations. In addition, the gradual improvement of transportation, network, and communication infrastructure has promoted the development of e-commerce platforms and the long-distance express delivery industry, and provided a convenient way for clothing to flow across regions, making the clothing market more

demanding, and clothing market competition Also getting stronger. How to seize market opportunities and participate in market competition is a question that clothing brands in various regions need to consider. Therefore, the investment in marketing is too low, which has caused the clothing industry to fail to develop rapidly, and the clothing industry has been in a slow development stage in the past two years. If Uniqlo wants to make a breakthrough, it needs to develop new marketing methods and become corporate marketing. An important part of management activities.

Theoretical significance:

Image marketing should actively promote the clothing brand marketing, according to the development of The Times and multi-level, diversified consumer demand actively innovative marketing channels, combined with the enterprise internal and external resources, the implementation of the marketing mix strategy, accurately grasp the psychological characteristics of consumers, to speed up the clothing brand marketing, strengthen the competitive power of the clothing enterprises in the complex market environment, achieve the management objectives and efficiency of the enterprise, promote the sustainable development of the clothing enterprises.

Consumer loyalty is also an essential factor to enhance the brand awareness of the enterprise's clothing products and the overall market competitiveness of the enterprise. Consumer experience of whole self is the most true, is also a product of specific quality, the most powerful feedback on price, product quality, appearance, wearing feeling, etc., because consumers will be a good experience and infinite time of repurchase, and passed on to more consumers, in the same price, if the enterprise can be done as a whole, the most valuable so consumers will generate loyalty, thus for enterprise to create more market, enhance the competitiveness.

### **1.3 Research objective**

Nowadays, with the continuous development of the economic level and the steady rise of the global economy, to stand out from numerous garment enterprises, it is necessary to have products with strong market competitiveness and effective ways and

means. Good and systematic marketing strategies are also essential. Therefore, in order to achieve the long-term development of the brand and maximize the overall revenue, it is necessary to understand the market and its own positioning, so as to develop effective marketing plans to achieve corporate goals.

In this paper, faced with the problem of Uniqlo inventory, this paper makes a certain analysis and puts forward a certain solution. It is expected that Uniqlo's problem analysis can also be helpful to the domestic fast fashion industry.

## **1.4 Research questions**

1. How does UNIQLO carry out market positioning to clarify target consumer groups?
2. UNIQLO ignores the research and development of clothing design, which leads to slow product update, how to solve it?
3. UNIQLO clothing price positioning is quite different, how to solve it?
4. How should UNIQLO optimize the irrationality of its apparel marketing channel structure?
5. How does UNIQLO improve its marketing methods?

## **1.5 Research content**

This article focuses on the application of Uniqlo in China's marketing strategy, and elaborates on the idea of asking questions-analyzing problems-putting forward countermeasures. This article is divided into five parts to study the marketing strategy of Uniqlo in the Chinese market. The specific content is as follows

Chapter One gives a general introduction to the research purpose and significance of the present study and research content of the thesis;

Chapter Two, the main body of analyze the background of Uniqlo's marketing strategy in China, introduce Uniqlo's brand, its main ideas and products, and analyze Uniqlo's current 4p marketing strategy;

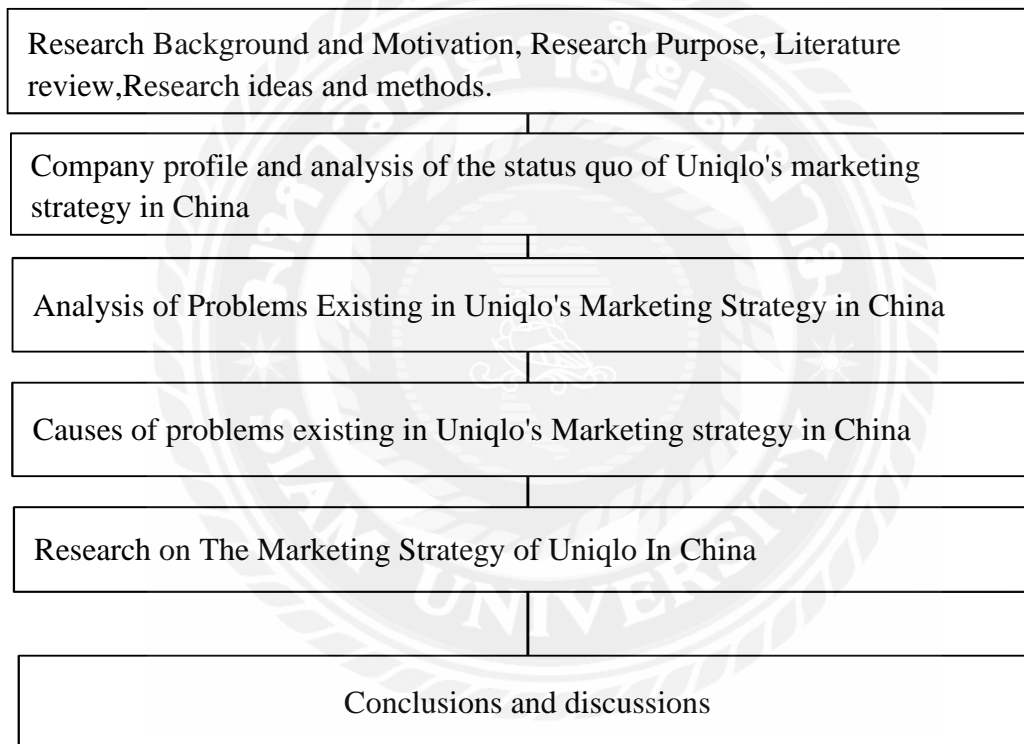
In Chapter Three, analyze the status quo of Uniqlo's marketing strategy in China, explain the current analysis of bottlenecks in the development of Uniqlo's marketing strategy

in the Chinese market, and analyze the problems;

In Chapter Four is to discover the reasons for the problems of Uniqlo's marketing strategy in China. There are five main points, namely 1) lack of target consumer groups, 2) slow updates of Uniqlo products, 3) high clothing prices, 4) Uniqlo The structure of clothing marketing channels is unreasonable; 5) Uniqlo's clothing promotion is insufficient;

Chapter Five, it is to research and put forward countermeasures and suggestions for the problems raised in chapters 3 and 4;

Chapter Six concludes that summarizing the content of the full text, and looking forward to the development prospects of Uniqlo.



**Figure 1 Technical circuit diagram**



## 2. LITERATURE REVIEW

This chapter makes use of relevant news reports on the Internet platform, reports from some authoritative mainstream media in economic marketing, and publicly published works on relevant theories and practices, as well as literature retrieval through the Internet, making full use of HowNet, The rich theoretical support brought by resource websites such as Weipu are integrated for the convenience of research.

### 2.1 Analysis of customer value transfer process

The traditional value transfer process assumes that the company knows what to produce, and the number of purchases in the market is enough to bring profits to the company. Companies that believe in this traditional view will have the best in an economic environment of material shortage. The chance of success, because consumers do not pay attention to quality, performance and style. As shown in Figure 2-1, in the last stage of market research, researcher interprets the information and drawing conclusion to take business decisions. The research report should clearly and successfully communicate the research findings. If needed, the researcher may bring out his suitable recommendations or suggestions in the theme. The presentation of the report is prepared in such a way that it must be technically precise and explicable. And the relevant content of strategy formulation will often be concentrated in the second half of the value delivery process.

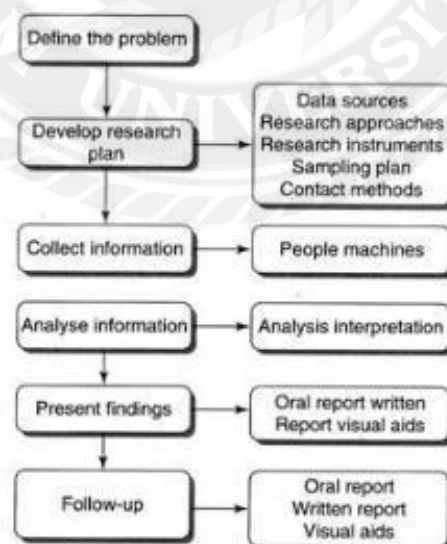


Figure 2-1 Major steps in market survey (Kotler)

In the current domestic apparel industry, consumers have With ample product selection opportunities, the mass market is actually divided into many micro-markets. Each market has its

own needs, feelings, preferences and purchasing standards, whether it is men's clothing, women's clothing, fashion clothing, or home clothing. Casual wear and so on, smart companies should know how to design the products they need for their carefully selected target markets.

In the customer value delivery model, the new point of view emphasizes that at the beginning of the entire delivery process, add a customer value discovery stages make the process of dissemination more purposeful and objective. The Marketing Process can be divided into two large parts: the first one consists of activities that create value for customers. This is the largest and main part of the process, and can be further subdivided into four steps. In return, the company can capture value from customers, which is the second part of the Marketing Process. The steps are illustrated in the diagram below. As shown in Figure 2-2, companies usually join a three-stage value creation process.

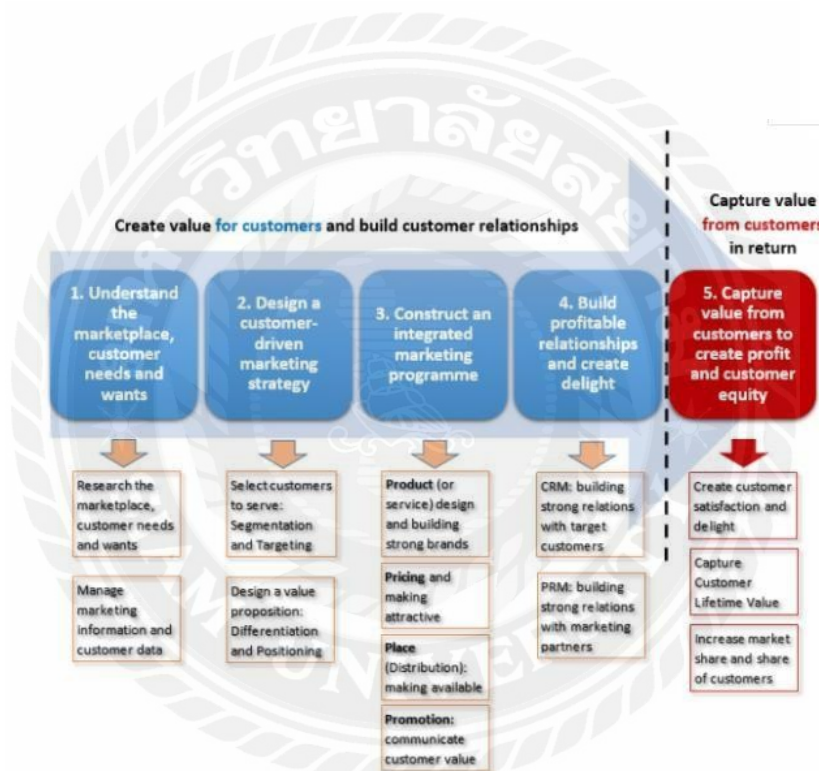


Figure 2-2 The marketing process

## 2.2 A comprehensive marketing framework centered on customer value

The comprehensive marketing orientation can provide sufficient insight into the process of capturing customer value. Like Yu Wenwei and others (2020) believe that different companies have different levels of sales in the Chinese market and that each company has a certain life cycle in the "International Market Entry Methods and Marketing Strategy Choices for Different Life Cycles of Enterprises-Taking the Flavor and Fragrance Industry as an Example". Therefore, in order to enable enterprises to develop better ways to enter the Chinese market and marketing strategies, they also need to be considered based on actual conditions. The flavor and fragrance industry studied in this

article mainly choose products and channel strategies. When companies enter the Chinese market, they develop from the initial stage of development. They are constantly analyzing and clarifying marketing strategies and choosing more advanced methods to improve development. The status and capabilities of companies in China can be More mature.

There is a view that the omni-directional marketing framework integrates value exploration, value creation and value transfer activities with the establishment of long-term, mutually beneficial relationships and key stakeholders' questions. According to this point of view, the comprehensive marketing framework can help companies achieve success by providing high-quality value chains with high product quality, service and speed. The comprehensive marketing framework is shown in Figure 2-3.



Figure 2-3 7Ps of the Marketing Mix – Comprehensive Marketing Strategy Framework

## 2.3 Experiential Marketing

The concept of experiential marketing first appeared in the 1990s. It was born with the term "experience economy". In his book "Experiential Marketing", the famous scholar Bernd Schmidt defines "experiential marketing" as: standing on the five aspects of consumer feelings, emotions, thinking, actions, and relationships. Define and design marketing thinking. According to this theory, there are four main characteristics of experiential marketing: (1) focus on customer experience value; (2) believe that consumer experience is a whole; (3) believe that customers are not simple geographical decision-makers, and their consumption process is at the same time Acceptability and emotional control; (4) The means are more diverse than traditional marketing.

Lu Wentian (2020) believes that the rapid development of social productivity and the rapid renewal of economic forms make it difficult to meet the growing needs of the service economy. As

a new economic model, the experience economy has received extensive attention. Taking Armani cosmetics as an example, research and analysis of experiential marketing, hoping to provide references for cosmetics companies to implement experiential marketing.

In addition, Camila, Yang Jingjing, and Fu Dong (2020) analyze the customer-centric experiential marketing strategy model. With the progress and development of the times and the maturity of the market economy, in order to meet the needs of consumers and grasp the hearts of customers, Most companies have embarked on the road of experiential marketing step by step. The core of experiential marketing in the practice process is to start from the customer's point of view, so as to design a set of tailor-made experiences for customers, but to do this in practice requires a lot of investigation, and a detail failure may be It will make your own plan invalid or even lose out.

When Chen Mi (2019) analyzed ZARA's experiential marketing, the experience economy was called the stage of social economic development after the agricultural economy, industrial economy and service economy, also known as the extension of the service economy. With the development of China's reform and opening up and the socialist market economy, Chinese society has gradually entered the era of experience economy. According to this background, the framework of experiential marketing theory is the following five different types of customer experience:

(1) Feeling. The purpose of sensory marketing is to establish a sensory experience through smell, touch, taste, sight, hearing, etc. Appropriate sensory marketing strategies can help distinguish the company from the product, inspire customers, and increase the value of the product in the minds of customers.

(2) Feeling. Feeling marketing is to touch the inner emotions of consumers, and its purpose is to create a favorite experience, and to generate a strong preference for a certain brand.

(3) Thinking. Thinking marketing aims to inspire the intelligence of consumers, and creatively allow consumers to obtain cognitive and problem-solving experience. Thinking marketing uses surprises, tricks, temptations and other means to trigger consumers to have unified or different ideas.

(4) Action. The purpose of mobile marketing is to influence people's physical experience, lifestyle and interaction, by improving people's physical experience, showing other ways of doing things and other lifestyles, so as to enrich consumers' lives.

(5) Relationship. Relationship marketing includes elements such as feeling marketing, feeling marketing, thinking marketing, and action marketing. In addition to the private feeling of "increasing personal experience", it further establishes the culture of self, others and even consumers in the ideals of individuals and others The connection between contexts.

## **2.4 Social media and marketing strategy**

Wege, and Zhang's (2013) concept of "social-CRM house" suggests that the level of

engagement of customers through social media affects – and is affected by – the company’s approach to the traditional components of CRM: acquisition, maintenance, and termination.

Following the idea of relationship marketing and the interactions of the company inside and beyond the boundaries of the organization, Hult (2011) elaborates the concept of marketing organization in the context of Marketing Organization (MOR) theory. A marketing organization encompasses marketing activities that cross a firm’s internal and external boundaries, in an integrated way, creating business processes and networks to satisfy the needs and wants of relevant stakeholders(Fig. 2-4).



**Figure 2-4 Elements of the marketing organization (Hult, 2011).**

The fundamental premise of MOR theory lies on the notion that marketing activities represent the central feature of contemporary marketing, rather than a focus on the marketing department or marketing function. Overall, as shown in Fig.2-4, it encompasses an integrated foundation of marketing activities inside-out, outside-in, and boundaryspanning activities; And customer value-creating processes product development management, and so on. The key idea on Hult’s (2011) framework is the notion that implementation of marketing activities is a direct function of an organization’s superior and distinctive capabilities (Day, 1994). Day (1994) identifies three distinctive capabilities within a market-driven organization: inside-out (internal), outside-in (external), and spanning. Inside-out processes encompass the internal resources and capabilities of the organization; for example, technology development, manufacturing/transformation processes, financial management and integrated logistics.

## **2.5Literature review**

### **251 Current status of domestic research**

The understanding of marketing theory by domestic companies can be traced back to the beginning of reform and opening up. Since there are relatively mature marketing theories as

references abroad, and the rapid development of various industries in China as a support, domestic companies do not engage in marketing research or marketing. In fact, the market is developing relatively fast. After decades of development, marketing theory has also been integrated with domestic market conditions, and localized features have emerged, providing services for local companies to formulate marketing strategies.

In the "Uniqlo Marketing Strategy Research", Yan Ming(2019) believes that since Uniqlo is a clothing company, the Internet should be used for online sales of raw material production and product design in terms of publicity and marketing, and the production and processing need to remain intact to realize physical stores and online stores Joint sales, after all, in 2005, Uniqlo did not have the correct marketing strategy, failed in the Chinese market, and finally withdrew from the Chinese market. However, in recent years, due to the development of the Internet, Uniqlo has re-entered the Chinese market due to its own marketing strategy and market positioning. At present, Uniqlo has a lot of sales in the Chinese market. This case can provide a lot of experience for other apparel companies.

Guo Guoge(2018) mentioned in the "Uniqlo Brand Joint Marketing Strategy Research" that Uniqlo was the first brand to enter China in 2002. It is an international fashion clothing brand. In order to have better sales in China and obtain more In China's fashion industry, we need to consider brand strategy and marketing strategy. Only clear will bring more advantages and functions to promote the growth and development of the Uniqlo brand.

Wang Zhengwei and Zhang Rong (2020) emphasized the need to strengthen the online marketing of bee products with the idea of "Internet +", proposed to cultivate excellent e-commerce talents, strengthen the construction of local product information, improve the logistics distribution system, and rely on e-commerce platforms for B2C marketing. Rely on WeChat public platform for O2O marketing. Xu Dandan and Xie Rongrong (2014) mentioned the application of big data to customer precision marketing and personalized marketing, including the following marketing methods. One is to accurately deliver advertisements to target customer groups; the other is to track user consumption behavior and deepen user awareness. Establish a user personality model to improve marketing efficiency.

Sui Jun (2016) has his own opinion in "Analysis of Electric Power Marketing Strategy Based on Internet+". The current development environment of Internet+ has brought new opportunities for electric power companies' marketing. Explain the establishment of a power marketing system platform based on Internet +, and propose effective marketing strategies to promote the development of the Internet and power marketing, and provide users with convenient and accurate marketing services.

Through "Transformation of Marketing Strategies in the Era of Network Economy", Wang Gai



(2017)pointed out that with the development of modern society and economy, people' s lifestyles and thoughts have changed, and people do more shopping on computers, and companies and industries must adapt to the Internet. Change the marketing methods and marketing environment of enterprises. From traditional stores to online and offline joint marketing, consumers have two choices, and consumers on the Internet and consumers in traditional stores can get more profits together. Therefore, it is necessary to pay attention to the development of the Internet for enterprises. effect. Companies need to adapt to the current era and transform their marketing strategies into online marketing strategies, which can enable companies to have market competitiveness faster. For consumers, there are more ways to consume without going out. , You can buy a lot of things.

Pei Tengyue (2020)once wrote "Analysis of Commercial Bank Operation and Marketing Strategies in the Era of Big Data", which includes that with the continuous progress and development of society, big data has been in-depth, expanded and applied in many industries. The advent of the era of big data presents significant features such as massive amounts of information and fast information dissemination. In this context, it also brings huge challenges to the operation and marketing of commercial banks. This article mainly discusses the business and marketing strategies of commercial banks in the era of big data, aiming to enable commercial banks based on the era of big data to develop better.

In the "O2O Perspective of Corporate Brand Marketing Dual Channel Integration Strategy", Yan Ming (2017) believes that online consumption has an important responsibility for promoting economic development. If the innovation mode of o2o and brand marketing is implemented, it will directly affect the good operation of SMEs and in the future. In recent years, the country has paid more attention to the development of enterprises, and has promulgated some policies to support its sustainable development. In this context, this article first introduces the related theories based on the o2o model financing overview and financing commercial insurance analyze the management business to give a general understanding of the overall structure of its innovation model and the theories involved. Secondly, by analyzing the development of O2O model and the status of corporate brand marketing as the research object, we conduct research and analysis. The current development status of O2O and brand marketing in my country, sort out its market size, and then propose solutions after discovering its current problems. The research process is conducive to optimizing the market environment and optimizing the corporate structure, and is of great significance to the continuous sustainable development of SMEs in the future. Therefore, this article also conducts in-depth research on the problems at this stage. Finally, through the current o2o and brand marketing innovation model for the future, I hope to provide some information on the o2o and brand marketing innovation model for the same industry or small and medium-sized enterprises. Reference and use of data.

Shou Hongfei and Xu Bifang (2015) believe that the use of the Internet for integration and innovation can effectively maintain the competitive advantage of enterprises in the market. Netease koala itself is a kind of income obtained through the Internet, and it is also unique. The combination of integrated marketing can reduce the pressure on purchasing funds for enterprises and reduce certain costs. At the same time, it can allow the company to have a position in China, and ensure that the company's innovative technology can be continuously optimized, and it can be developed through the Internet. In the short term, the company's productivity can be quickly restored, so as to increase capital utilization, reduce costs and expenses, and increase its competitive advantage in the market while avoiding certain risks. Personalized marketing has become an important marketing method for all e-commerce platforms. Use this innovative model to solve the dilemma faced by enterprises, let the funds give full play to their role, and regulate the overall operation of SMEs.

## **252 Status of foreign research**

The founder of American advertising company Ogilvy (1959) put forward the definition of a brand as a brand is the relationship between consumers and products. It is a combination of a certain product attribute, function, origin, culture, price and other factors. Consumers are the last to own the brand. Philip Kotler believes that a brand is a name, symbol, pattern or culture, or a combination of them, used to identify the products or services of a single or a group of consumers and distinguish them from those of competitors.

Through the collected foreign related research literature, it is found that more and more foreign marketing scholars regard positioning as the content of marketing strategy, not just the communication behavior after the product is manufactured, and advocate that positioning must be changed for the product.

YJ.Wind (2010) believes that positioning includes product features (such as laptops), benefits (portability), specific use occasions (when traveling), special use groups (staff working in different places), and comparison Competitor products have more uses. We call this view "product positioning." Many scholars and business people equate market positioning with product positioning, that is, the differentiated image of a product in the minds of consumers.

For example, Tom Reynolds and Chuck Behavior (1998) have put forward the theory of "means and ends" in the consumption process. The theory believes that when customers purchase products and services, their starting point is to realize a certain value. In order to realize this value, they need to obtain certain benefits, and in order to realize this benefit, they need to purchase certain attributes of products and services.

Western countries have been deeply involved in the research of marketing strategies for many years, and Western companies also regard marketing as an important part of the company's core

competitiveness. The West is also the source of marketing research. Western scholars such as Akshaw, Wilde, Butler, etc. have laid a theoretical foundation for marketing. After years of development, marketing has developed from the original concentrated research on the marketing mix of enterprise production. When it comes to customer-centric marketing, marketing has become a complex research system that not only emphasizes market and customer marketing, but also includes a marketing mix of all business elements.

In the 1940s, modern marketing theories began to appear and developed rapidly. American Nelson first proposed modern marketing theories. With the development of socialized mass production, the number of products has increased day by day, and the concept of "market segmentation" appeared in marketing in the 1950s. McCarthy put forward the famous 4PS theory. More than ten years later, Kotler's "On Big Marketing" put forward the 6PS theory, that is, on the basis of the original 4PS, political power (Political Power) and public relations (Public Relations) were added to form the 6P marketing theory.

In summary, by consulting relevant foreign documents, it is found that the earliest foreign brand concepts appeared in ancient Greece and ancient Rome. At that time, business people posted the appearance and performance of the products on the walls of the store in the form of portraits, so that buyers who didn't know the words could get a general idea of the types of goods the store provided. Research in recent years has also found that the conclusion is mainly based on relatively high-end brand marketing, and there is a lack of such research on the marketing strategies of some industries that entered the Chinese market first.

### **3. RESEARCH METHOD**

The main research methods used in this article are qualitative analysis method, literature research method, content analysis method and case study method. Explain the theoretical basis involved, conduct research based on the specific situation of Uniqlo, analyze the current development status of Uniqlo in China, solve some difficulties in marketing strategies, and promote Uniqlo's future development. Provide corresponding experience in the same industry.

#### **3.1 Research design**

In order to create a first-class enterprise, Uniqlo proposes that store operation is the most critical link, so the store manager has become the key to this business philosophy. How to find talents with business talents who are willing to work hard at the grassroots level and promote them to this important position? Uniqlo knows that the effect of publicity and mobilization alone will not be as expected. The company has designed a perfect incentive mechanism. The root of this problem is solved. That is to say, in terms of system design, it is necessary to respect the basic needs of people as economic people, and consider the demands of people as well as the needs of people in society, so as to meet the five-level needs mentioned by Maslow as much as possible: basic physiological needs and safety needs. , Need for belonging, need for self-esteem, need for self-realization. Let everyone in the store have a sense of self-achievement. Uniqlo evaluates store managers based on indicators such as store sales, profit contribution rate, sales growth rate, orderly daily management of the store, status of staff training, and ability to handle public relations events. They are given different salary and treatment, and they are given the right to order, participate in the formulation of sales plans, improve and update store facilities, personnel arrangements and other aspects of decision-making authority, and thoroughly develop their management and marketing capabilities.

As an enterprise in the apparel retail industry, generally do not invest energy and funds on technology research and development. However, Uniqlo has been committed to the comprehensive technical research and development of the garment production process, especially in the improvement of fabrics, which has poured a large amount of capital costs, and the technical control is justified. Uniqlo has always been committed to applying various sciences and technologies to textiles and garments. In particular, Uniqlo is committed to the production and sales of truly high-quality clothing that is durable and durable. In addition, it actively collects and recycles products

worn by customers. Based on the CSR ideal of letting the world develop in a better direction, we believe that maximizing the value of clothing is also an important responsibility that Uniqlo should shoulder. Uniqlo defines all products as shared (shareable) things. And under the guidance of this concept, through all-commodity recycling activities, we provide people who really need clothes with the clothes they really need. It is a subversive innovation in the structural components of the fabric, injecting the latest technological content into the ancient textile industry.

The birth of Heatech products opened up an era of cold winter warmth and thinness. UNIQLO's investment in technology, the development of its own unique moisturizing products, quick-drying products, and down weight have also begun to lighten up. All this has really had a strong impact on consumers, and has established an unshakable position in the minds of consumers. Loyal consumers of the Uniqlo brand, that Uniqlo's achievements today are not all smooth sailing, but rely on accurate market research, scientific business models, and harmony and order. The management system, the spirit of innovation first, the work attitude of advocating teamwork and execution ability, and the courage to challenge difficulties and chase dreams. The development of my country's independent brands must also be obtained after learning from the experience of successful companies like Uniqlo. This process is bound to be difficult to smooth sailing, so it also reflects the necessity of research on Uniqlo's marketing strategy.

Therefore, the research and design of this article is to analyze Uniqlo's marketing strategy in China to find out the successful experience of mature international apparel private brands in the development process and the aspects that need improvement. On the one hand, it can help the international textile and apparel industry in my country. On the other hand, we can learn from Uniqlo's successful experience in reviving its strengths, and hope that one day we can see domestic clothing brands that have disappeared or are gradually disappearing.

### **3.2 Qualitative research method**

Qualitative analysis is to analyze the research object in the "qualitative" aspect. Specifically, it is to use methods such as induction and deduction, analysis and synthesis, abstraction and generalization to process the various materials obtained, to remove the roughness and essence, to remove the false and keep the truth, and to complement each other.

In addition to online marketing, Uniqlo also specializes in in-store marketing experience. Uniqlo has been promoting the concept store marketing for the past two years. In 2015, Uniqlo also used a global concept store in Shanghai to promote the upcoming Uniqlo lifestyle. In a physical store, Uniqlo is really important to its customers' shopping experience. An important business goal is to get customers to experience the company's culture as much as possible. Uniqlo's way of marketing is perceived by consumers as a combination of rationality and sensibility, and considers

research consumption. Consumer experience during the consumption process is key to studying consumer behavior and brand development. Uniqlo also pays close attention to cultural marketing. Over the past two years, Uniqlo has launched a corporate culture with the theme of “handicrafts”. With this, Uniqlo can give more brand personality to the company and make consumers feel the cultural transmission of the brand. when buying goods. Recognize that Uniqlo is not only a cost-effective fast fashion brand, but also a company focused on building a corporate culture. Not only can it increase the company's marketing revenue, but it can also drive the enthusiasm and creativity of its employees. Uniqlo has also been promoting database marketing in the past two years. Database marketing analyzes Uniqlo store data in the context of big data, and finds marketing targets on the basis of collecting, sorting, and analyzing customer data. To expand the market, in addition to increasing customer share, and expand the scale of sales.

Therefore, this method can be used to understand the essence of things and reveal internal laws, including resources such as HowNet and Duxiu, to organize and analyze related journals and papers. And combined with news reports related to Uniqlo marketing, organize and summarize, indirectly put 4p marketing analysis methods into practice.

### **3.3 Literature research method**

The literature research method is a method to obtain information through investigating literature according to a certain research purpose or topic, so as to fully and correctly understand and master the research problem. The literature research method is widely used in the research of various disciplines. Its functions are as follows: ① Able to understand the history and current situation of related issues and help determine research topics. ②It can form a general impression about the research object, which is helpful for observation and interview. ③Comparative data can be obtained from actual data. ④ Help to understand the whole picture of things. The content and sources of the literature in this article are diverse. In one part, the books and literature materials read in this article are books and materials of various carriers purchased from the school library and the departmental reference room, including text, electronic, and so on. In the other part, the collected literature information is conference papers and dissertations. In order to obtain a certain degree, a student of a university or research institution writes and submits academic thesis under the guidance of a supervisor. The reference thesis includes doctoral thesis, master's thesis, bachelor's thesis, etc. The research level is quite different. The discussion is detailed, systematic, and specialized, with a high level of research and great reference value. Collect relevant Chinese and English documents for retrieval, analyze and understand the research methods and research directions of a large number of documents, and carry out targeted comparative analysis based on the current situation of Uniqlo,



forming a more systematic and comprehensive development.

### **3.4 Individual case investigation method**

Investigation method is one of the most commonly used methods in scientific research. It is a purposeful, planned, and systematic method of collecting materials about the actual or historical conditions of the research object. Investigation method is a basic research method commonly used in scientific research. It comprehensively uses historical methods, observation methods, and scientific methods such as conversations, questionnaires, case studies, and tests to conduct a planned, thorough and systematic understanding of educational phenomena. It also analyzes, synthesizes, compares, and summarizes a large amount of data collected in the survey to provide people with regular knowledge. The most commonly used survey method is the questionnaire survey method, which is a research method in which data is collected by asking questions in writing. That is, the surveyor compiles a table of survey items, distributes or mails them to relevant personnel, asks for instructions, fills in the answers, and Recycling, statistics and research.

In the Chinese market, Uniqlo has fully grasped the development trend of online shopping. Uniqlo has close cooperation with China's leading e-commerce brands Alibaba and JD.com. In 2016, Alibaba's Tmall Mall held the Double 11 event. , Uniqlo is the first brand to sell more than 100 million yuan. Uniqlo is much more detailed than domestic fast-fashion brands in terms of its price strategy and the trend of focusing on the mainland market. In the sales of Double Eleven, Uniqlo's main promotion is in the current season. The popular lightweight down has achieved quite good sales performance. At the same time, Uniqlo has also launched a variety of choices in clothing colors for the main female buying groups in analyzing the purchasers, and mainly focused on bright colors to attract young female consumers to buy. Through the case of Uniqlo, we see that even Uniqlo, which is engaged in the extremely traditional textile and apparel industry, can achieve rapid development in the new era because Uniqlo can always integrate various advanced science and technology into the development of the enterprise. In all aspects, advancing with the times, I really keep innovating in every aspect, no matter in form or content. Consumers have truly felt the efforts of Uniqlo. Uniqlo is striving to meet the various requirements of target customer groups in all aspects. In this regard, it is worthy of Chinese enterprises to study and think seriously.

The case study method is a research method that identifies a specific object among the research objects, conducts investigation and analysis, and clarifies its characteristics and formation process. There are three basic types of case studies: (1) Individual investigation, which means investigating and researching an individual in the organization; (2) Group investigation, which means investigating and researching a certain organization or group; (3) Problem investigation, which means investigating Investigate and study a phenomenon or problem. This article is mainly based on

Uniqlo's marketing strategy in the Chinese market to conduct research, classification, mining and analysis of its own unique competitive advantages, and provides more detailed data for the apparel industry. This paper is a case analysis method. It uses Uniqlo as a case to study the marketing of the apparel retail industry, that is, to find an outstanding enterprise in the textile and apparel industry to analyze, summarize Uniqlo's practices in each link of marketing, and try to find Uniqlo. The successful experience of growth and development, sum up these experiences to see if they can be promoted as regular things, and at the same time, in the process of summing up, look at what needs to be improved in Uniqlo, and try to explore other companies. Don't do anything that only Uniqlo is insisting on. Is there any truth in Uniqlo's own insistence.

### **3.5 Content analysis method**

This method is a research method for objectively, systematically and quantitatively describing the content of communication. This article systematically organizes the research content through objectivity: universality, hoping to achieve a qualitative analysis of the amount of information contained in the dissemination content and its changes, that is, the process of inferring the accurate meaning from the meaningful words and sentences represented. The analysis in this process is carried out layer by layer. If Uniqlo adopts the marketing model to integrate the previously divided production, sales, and terminal information collection links, quickly respond to customer suggestions, organize production in time according to market demand, and avoid the unmarketable production market. The potential losses caused can then effectively reduce costs. With the guarantee of low cost, there will be more room for product bargaining in market competition, and the initiative will be able to grasp the trend of market competition. The potential problem with Uniqlo's marketing model is that when the economic crisis comes, this marketing model is unlike other marketing models that can diversify part of the risks to upstream and downstream cooperative enterprises. After all, as information spreads more widely, product popularity has become homogeneous, which means that the product itself is not the only core competitiveness in the consumer's selection process. The core competitiveness will be transformed into the back-end operation mode, such as the speed of arrival, the ability to provide the latest products, the addition of products that customers like, and whether they can meet their needs as quickly as possible. In addition, for the promotion of unsalable products and inventory control, the analysis of this content is expected to provide Chinese companies with key learning and surpassing.

## 4.

## DATA ANALYSIS

This chapter mainly analyzes the status quo of Uniqlo and marketing, mainly analyzes the macro environment, industrial structure and internal environment, and analyzes Uniqlo's marketing strategy. Using the 4Ps theory as the analysis framework, it deeply analyzes Uniqlo's price strategy, product strategy, channel strategy and promotion strategy. The research selected several representative stores in a certain province and city in China, conducted long-term observations and interviews, and collected corresponding data from Uniqlo online stores. Many problems were found and corresponding countermeasures were proposed.

### 4.1 Enterprise Overview

UNIQLO is a well-known casual brand in Japan. It is a powerful core brand belonging to the FAST RETAILING group, which ranks in the forefront of the global apparel retail industry. It insists on providing modern, simple and natural, high-quality and easy-to-match products to consumers all over the world. By FASTRETAILING was established in 1963. It is a multinational group that focuses on retail and achieves high returns and high growth through integration and mergers with different characteristics. In the past ten years, the group has entered a stage of rapid development and has gradually become a Japanese apparel retailer. The leading company in the industry, ranks first in the Asian apparel retail industry and fourth in the global apparel retail industry. Owners' brands include the well-known UNIQLO.

The company name is FAST Retailer, FAST (fast) + retailer (retail) embodies the fundamental spirit of how to quickly commercialize customer requirements and how to quickly provide products. This concept refers to the consistent provision of large quantities of clothing that can be worn by anyone at any time, anywhere, at a reasonable and credible price through unified services throughout the world. Therefore, they have a unique product planning, development and sales system to realize the transformation of store operations.

### 4.2 Analysis process

H1: The brand concept of UNIQLO is mainly to provide every customer around the world with appropriate clothing to wear.

However, it ignores the target group positioning and market competition. According to the marketing positioning theory, the main purpose of marketing is not the production plant, nor the terminal retail, but the psychology of potential consumers. Although the target of marketing is the product, marketing should be targeted at consumers' distinctive recognition. Through the analysis of UNIQLO, it is believed that UNIQLO can actually establish its own brand positioning: casual basic clothing. Although UNIQLO blurs the clothing positioning of consumers in various ways,

UNIQLO's marketing shows that the casual clothing positioning is deeply rooted in consumers' minds. The best way to improve brand positioning is to use it to expand consumers and establish consumer awareness. In this regard, this paper suggests that UNIQLO target its consumers at the young age group between 18 and 25 years old. Due to the limited purchasing power of this group, it can still have broad market potential even if it has competitors.

H2: In the long run, diversified solutions and higher added value will have to be proposed to arouse consumers' enthusiasm again.

In the marketing process of UNIQLO's related products, the focus is mostly on marketing strategies, so the overall development of new products is slow, which makes the product positioning of UNIQLO not strong sense of fashion, and it is difficult to avoid visual fatigue of the public. In order to satisfy consumers, they can buy products with low price, high quality and comfortable wearing, but also escape, the same products trusted by the public, walking on the street is always easy to bump into shirts, embarrassing and a series of problems. It can be seen that the limitations of "superficial" diversification provided by "UNIQLO" will become more and more prominent.

H3: UNIQLO's related products have achieved great success in the process of marketing and relatively advanced sales concepts.

However, in the process of developing its related products, its products are slow in individuality and relatively simple in materials, which leads to the overpricing of garments. By 2015, UNIQLO stores in China has approximately H&M and GAP of the number of stores in China combined, in order to maintain the current development, UNIQLO had to cut the price to ascend, but for the present UNIQLO, category is rich enough, slow renewal cycle of products, due to the quality of the products the occasional problem, UNIQLO also more and more don't pay for the general public, prices for UNIQLO is, of course, on sales of a blow. "The current era of people is no longer the pursuit of fashion, people at the time of purchase related products has more attention to cost performance and durability of the use of UNIQLO has exposed the drawbacks of the related products pricing is higher, affect the enterprise's overall sales, at the same time makes the UNIQLO brand quality can not get effective improvement. "Superficial" diversity seems to have lost much of its appeal to consumers.

H4: UNIQLO in the process of the current sales, overall sales channel is not reasonable phenomenon more obvious, UNIQLO's marketing concept in the field of clothing is to reduce the storage cost and transport cost, the sales concept can better reduce the cost, but the resulting timeliness problem restricting the development of enterprises, in the process of marketing, UNIQLO for sales channels too much is dependent on its flagship store business.

And neglect for the establishment of sales network, together with the constant development of the Internet, make the efficiency of the current clothing for continuously strengthen, this also

highlights the shortcomings of relying. And even though UNIQLO has established three main sales channels, but UNIQLO's products are still sold through offline channels. This is incompatible with the current popular Internet marketing. UNIQLO also needs to change its thinking and establish a network marketing concept. Online and offline marketing have their own characteristics. It is necessary to grasp the advantages of wide coverage of online network platforms, timely communication with consumers, cross-regional communication, and convenience for consumers to purchase. In addition, the company's products must be promoted in time, and the company can choose to build its own network platform or join a third-party e-commerce platform according to its actual situation, and continue to expand the market product space.

H5: At present, because there are too many clothing brands in the current market, there is a lack of unified planning and integrated marketing communication methods in the promotion process.

If brand promotion is not carried out, it is easy to cause the competitive advantage of the product to be unable to be reflected, and if it is itself If you use online platforms to sell, excessive publicity will cause product information to be inconsistent, because the selected pictures and texts are carefully planned under the careful planning of the seller. Consumers only use these to judge the quality of the product and the authenticity of the brand, and there are many fake and poor-quality clothing and clothing brands on the market. If consumers are not too familiar with this brand, they will easily buy quality. A bad product causes consumers to think that the product is not worth buying, and it will cause customers to reduce their trust in the entire clothing market.

### **4.3 Product portfolio strategy**

Uniqlo's products are designed by world-renowned designers, taking into account the characteristics of Asian body shapes, bringing together the essence of the world's top brand clothing styles, and carefully selecting the best fabrics, so that customers can enjoy high-quality services for less. Remove unnecessary decorations, highlighting its versatile concept.

The biggest feature of Uniqlo is high-quality and low-cost products with high cost performance.

Products are the core competitiveness of an enterprise, and Uniqlo pays special attention to the development of levelling and the innovation of fabrics [8]. For example: Polar fleece, high-tech and other products are not only comfortable, but also have good heat dissipation and strong ventilation function. Uniqlo's strict requirements for fabrics bring comfort to consumers and make consumers more dependent on this brand. Currently, Uniqlo ranks among the top several in the world's clothing industry. And in Japan, Uniqlo has become a representative of affordable clothing with polar fleece. In just 10 years, Uniqlo has grown from an island country's own brand to an international clothing giant. On the international stage, Uniqlo's footsteps are all over the world<sup>[9]</sup>. These greatly meet the needs of consumers-low price, simplicity, comfort, and high quality.

Uniqlo has always been about simplicity and everything in the store. It doesn't matter the category or the color or the size of the item. Uniqlo can be broadly divided into men's, women's and children's wear three basic categories of clothing, each category, and subdivided into coat, fleece and POLO shirts, pants, shirt, jeans or casual pants (men), capris, shorts or 7 minutes of pants, skirts (ladies), condole belt unlined upper garment, the living, underwear, accessories, such as category, basically in the clothing can be met.

#### **4.4 Brand building**

The English symbol of Uniqlo is "UNIQL", which is taken from the English "unique". "Unique" means "unique" in English. The cognition of the brand name can lead to familiarity with the brand, and then develop the trust in the brand<sup>[5]</sup>. As the company's core competitiveness, brand is an important part of the system, and corporate culture, core technology, human resources, competitiveness, etc., are all inseparable<sup>[10]</sup>.

Uniqlo's brand means: "I am unique. Customers can buy unique products as long as they come to Uniqlo stores." Uniqlo can provide clothes that can be worn throughout the year, on different occasions, regardless of age, at a reasonable price, and at the same time have the elements of fashion and high quality. Therefore, Uniqlo advocates a unique, high-quality, fashionable, and simple lifestyle, so that users can experience the positive energy of the brand's origin for consumers during the shopping process, and then rely on the brand. It is that consumers can choose a healthy, fashionable and elegant lifestyle that expresses themselves and reflects freedom in the fast-paced noisy and complex society.

#### **4.5 New product development strategy**

The development of clothing products refers to the design of shapes, patterns, patterns and combinations. Uniqlo has made different designs for different consumer groups. Uniqlo's design is geared towards most people, with leisure and simplicity as the mainstream. In order to increase fashion elements, Uniqlo has also set up R&D centers in Tokyo, Paris, Milan, New York and other places to absorb information about fashions from all over the world, and insight into consumer demand, and finally produce clothing that has unique styles and characteristics of Uniqlo to adapt to different seasons. The overall design is carried out by designing and combining products in four cities at the same time. For example, Uniqlo's popular UT series. UNIQLO's 2012 new UT series cooperates with Lulu Guinness, this time it is a T-shirt series by Lulu Guinness and UNIQLO from the UK. The design pattern is inspired by the LuLu brand logo: cats, red lips and lady heads. Lulu Guinness's exquisite handwork has a unique British style.

In terms of r&d and innovation, in line with the mainstream and fashion, new quarterly in

terms of appearance, version type, popular elements have high requirements, in the face of these problems, the company is equipped with a good first, professional design team, at the same time also to derive information from all the fashion elements in the world at any time, and in Europe, Japan and South Korea and other places to set up the product research and development base, r&d and innovation of power.

The designer carries out targeted design according to different regions, "tailor- made" product strategy for the regional market, to meet the product requirements of regional dealers. Refined marketing has brought great influence on the brand in the aspect of market expansion. A special commodity planning system has been established to strengthen the prediction degree of goods. For example, we plan how many new products to be sold in each quarter, divided into several bands, when the finishing materials should be in place, when they should be put into storage, when they should be designed, when they should be formally produced, and how to buy. All the production links are closely linked, so as to ensure the seamless connection between production and supply links.

#### **4.6 Store types adapt to regional economy**

According to different regions of the market, comprehensive consideration of local social average wage, through positive survey of people's consumption ability and consumption preference, targeted market segmentation and differentiated pricing management, in different areas according to the actual needs of people to establish perfect marketing system, through targeted outlets classification and pricing strategy that uniqlo can be better to meet the needs of the local people to buy, such as the relatively less developed areas set up special discount, etc., ensure enterprise in the process of operation and management to better complete the relevant management, ensure that the company's market pricing is in line with the consumption power of local people and ensure the stable development of the company.

#### **4.7 Price Strategy**

##### **(1) Penetration pricing method**

Uniqlo's pricing strategy uses penetration pricing. Penetration pricing is a way to attract customers at lower prices, and to quickly open the door to the market in a new field, and gain a firm foothold in the market. It is a low-price strategy. In order to attract consumers, companies quickly open the market at a lower price and expand their market share. With this strategy, companies can effectively prevent other companies from entering the field while quickly occupying the market. Uniqlo sets a price that is acceptable to the



majority of the people, and at the same time guarantees higher quality than the clothes customers see in other stores at the same price. Unlike ordinary low-priced clothing, which only waits for customers to come to the door, Uniqlo is a consumer group. The meticulous design has attracted a large number of consumers to pay for it.

## (2) Price adjustment strategy

Under the rising price of raw materials and strong competitive pressure, in order to ensure that each product has a certain profit margin, in addition to good internal management and reducing product costs, price adjustment is undoubtedly the most convenient and effective means. Timely adjustment of product prices is a powerful means to consolidate the existing market position. Uniqlo's first price reduction during the hot sale period is superior to that of ordinary merchants, which only reduce prices until the end of the season, which has seized market opportunities and expanded its market share. Its price strategy is offensive. The background of large global companies can support them to make a lot of losses in the hot season. On the contrary, this move firmly grasps the market orientation and truly realizes "small profits but quick turnover". In fact, UNIQLO is carrying out mass production at low prices, and it has reduced inventory.

## (3) Discount pricing strategy

At the same time, in order to withdraw the payment as soon as possible, companies often give certain discounts, mainly using cash discounts and quantity discounts. Discount pricing refers to making further concessions to the original price, directly or indirectly reducing the price, in order to win customers and expand sales. Among them, direct discounts include seasonal discounts, quantity discounts, functional discounts, and cash discounts, and indirect discounts include allowances and rebates.

## 4.8 Channel Strategy

E-commerce is a new type of personalized means, which is of great benefit to building relationships, even in a strong background culture. Uniqlo sales channels include the official website and Taobao flagship store. Taobao is now a very common online sales platform. Uniqlo also has its own online store on this platform. In addition, as a large international company, it also has its own unique website, and the same technical team develops the same sales strategy on different online platforms.

Although Uniqlo's official website and Taobao flagship store have different product styles and features, the background data sorting, search methods, number of transactions, payment methods and other functions are the same, and Taobao provides technical support. In other words, the creation, operation, maintenance and upgrade of the website are

outsourced to the third-party service team of Taobao, and you only need to focus on brand communication and product monitoring, including pricing, planning, promotion, design and other services. After several years of operation, the current monthly sales of Uniqlo in the online store can easily exceed 10 million yuan. On average, the sales generated by the online store are comparable to its best-selling physical stores in China<sup>[13]</sup>.

Today's clothing brands are diversified, and most brands adopt traditional methods: finding distributors, franchisees and other means. In this regard, UNIQLO saw the disadvantages of this traditional method at the beginning of its establishment—its uncontrollability and dependence, so UNIQLO decided to adopt a new method of online direct sales for its management.

The benefits of online direct sales to Uniqlo are manifold. First, companies can directly collect real first-hand market information from the Internet and arrange production in a reasonable and targeted manner. Second, it is profitable for both buyers and sellers. As online direct sales save the cost of warehouses and salespersons, thereby reducing the marketing costs of enterprises, the cost of goods is naturally reduced, and consumers can also buy better quality goods at prices lower than those in the general market. Third, marketers can use online statistics to understand product sales and consumer spending trends, and make adjustments, while also facilitating various promotional activities and effectively controlling market share. Fourth, online customers can also evaluate products based on their own usage, and companies can understand customer opinions and suggestions on products through online evaluations, and make improvements to these opinions and suggestions, and they can also talk to customers communicate to solve the problems encountered. Through the online sales model, companies can establish good relationships with consumers. Fifth, compared with the distribution model, the prices at all points of sale are priced uniformly by the enterprise, and the operation is more standardized. Each point of sale revolves around its own target customers, unlike the distributors who want to expand sales under the distribution model. The mutual dumping of other countries has made the market more standardized, and the ultimate beneficiaries are still consumers.

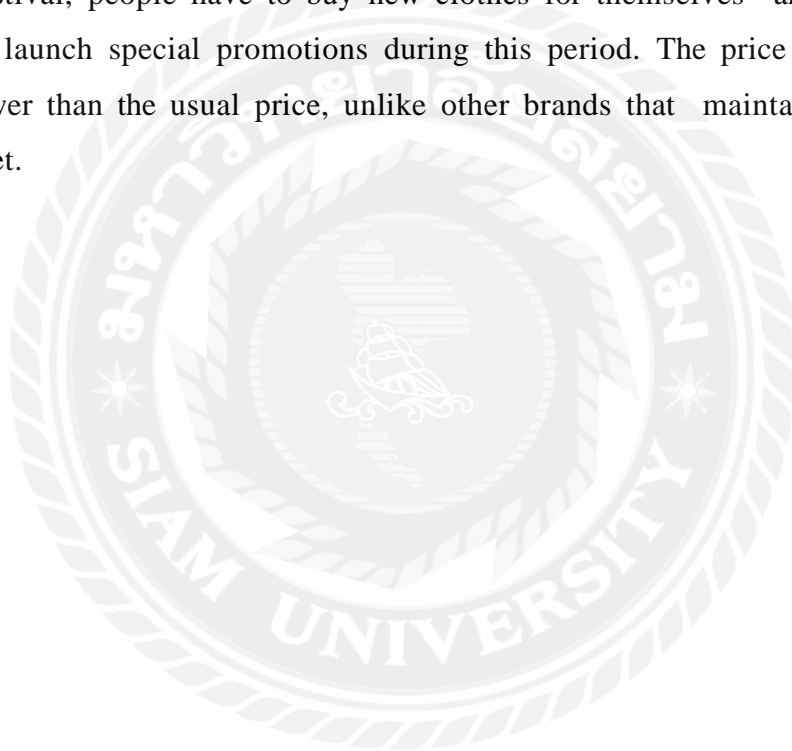
## **4.9 Promotion Strategy**

Promotion strategy is one of the basic strategies of marketing mix. Promotion strategy (promotion combination) refers to how a company delivers product information to consumers or users through various promotional methods such as personnel sales, advertising, public relations, and business promotion (sales promotion), attracting their

attention and interest, and inspiring them Purchasing desire and buying behavior to achieve the purpose of expanding sales <sup>[13]</sup>.

Uniqlo will hold gift rebate activities during holidays and draws can be carried out for consumption in physical stores up to the specified amount. And when you spend a certain amount on the online store, you will get a gift. Sometimes Uniqlo will cooperate with manufacturers of Lego toys and other series. If you buy any clothes with Lego series in a physical store, you will be given a lego mini toy or other souvenirs.

In addition, Uniqlo carries out special promotions on some festivals for Chinese etiquette and customs. For example: Uniqlo National Day promotional activities, where you can buy clothes with patriotic signs in physical stores, you can buy them at a discount. Every Spring Festival, people have to buy new clothes for themselves and their families. Uniqlo will also launch special promotions during this period. The price of clothing during this period is lower than the usual price, unlike other brands that maintain the price and expand the market.



## 5.

## CONCLUSION

This chapter is mainly about conclusions and measures, and puts forward the research conclusions of the paper and recommendations for Uniqlo's marketing implementation.

### 5.1 Conclusion

Chinese apparel companies have excellent conditions to create fast fashion brands. In fact, they have a wealth of industrial supporting resources. They have suppliers with economic scale production capacity, skilled technicians, and rich experience in production and quality control. There are still some companies that have certain product design and development capabilities. The Uniqlo brand created by Liu Bingzhi is in compliance with this lake. The main competition that Uniqlo faces in the Chinese market comes from ZARA and H&M, both of which are benchmarks for foreign fast fashion companies, as well as Vancle Eslite, which is based on online sales channels and focuses on low-priced markets. Although Uniqlo temporarily lags behind ZARA and H&M in global market competition, Uniqlo has shown unprecedented confidence in competing for the Chinese market. The core supporting Uniqlo comes from its unique business strategy, a competitive strategy based on customer value orientation. The core of UNIQLO's business strategy is to be full of customers and to achieve customer value orientation. First of all, it focuses its design on basic, unisex physical clothing, such as village shirts, jeans, sweaters, etc. These clothing are fashionable, but do not follow fashion changes. Secondly, Uniqlo moved the factory. Going to low-cost places, lower the price of clothing, so that consumers can buy fashionable clothing with a sense of design at a low price. At the same time, Yanai Zheng also borrowed from the design concept and management of the American campus enterprise storage CD sales.

In addition, investigations and studies have shown that Uniqlo's consumer groups are young people, and for them a little difference can highlight their uniqueness. Uniqlo used to be relatively monotonous in clothing patterns. Although the product quality is high, people find that it is easy to hit the street when wearing Uniqlo clothes. The value of this Uniqlo brand request is different, so I suggest companies to design more in the future. For styles of clothing, it is necessary to speed up the update of products, develop patterns with multiple themes, designs and styles of clothing brand culture can be spread, depends on the popularity of the media. In today's society, with the increasing development of science and technology, people get a lot of information every day through mobile phones and computers, and even today's entertainment programs and film and television works are transmitting information to people. Uniqlo can invest in some film and television works or advertisements, so that even customers who have not bought Uniqlo products will understand the brand culture. In addition, like Haier, it can produce its own film and television

works to promote its own culture. If Uniqlo wants to gain a firm foothold in China, a major country of clothing production, and achieve rapid development in the future clothing industry, it must pay attention to the company's brand culture marketing and make the brand culture deeply embedded in the hearts of consumers.

This article analyzes Uniqlo's marketing environment and concludes that Uniqlo's sales are mainly affected by factors such as consumers (customers), peer competitors, public reputation, and most importantly, internal development and design. Through the analysis of uniqlo's marketing strategy, this paper clearly explores its advantages and disadvantages as well as the opportunities and challenges it faces. In the face of huge market competition and pressure, Uniqlo should do a good job in brand positioning, target consumer groups, and make reasonable and effective marketing strategies. It is believed that Uniqlo will be a leader in the clothing industry for a long time to come, and finally, suggestions for promoting brand marketing were put forward. And analyzes the advantages and disadvantages of Uniqlo's current development status in China. Based on the marketing knowledge learned, it conducts a detailed analysis of how Uniqlo will keep up with the development on the road in the future, hoping to help Uniqlo Better development.

## **5.2 Suggestions**

### **5.2.1 Problems with Uniqlo's Marketing strategy in China**

#### **(1) Lack of target consumer groups**

The brand concept of Uniqlo is mainly to provide every customer around the world with appropriate clothing to wear. It can be seen that Uniqlo lacks the positioning of target group and does not have a typical consumer group. Instead, it sells clothes to various consumers. At this point, you can see the typical Japanese corporate thinking model, they think, to let the world's people enjoy quality clothing service and satisfaction. It is hard to resist the high cost performance clothing with the best quality and low price, so it can occupy a huge market all the time. However, it ignores the target group positioning and market competition.

The positioning of target products can be mainly based on four stages: positioning, commercial warfare, focus and innovation. Can find when analyze the uniqlo, where whether it is a stage, uniqlo have no specific location, the design of uniqlo no focus, no brand, but continuously grope for all potential customers buy consciousness, also does not have to develop a new varieties and new clothing, but also the design of the lack of personality style. Therefore, Uniqlo's positioning is relatively vague and difficult to focus, and it has not segmented the existing market.

According to the marketing positioning theory, the main purpose of marketing is not the production plant, nor the terminal retail, but the psychology of potential consumers. Although the target of marketing is the product, marketing should be targeted at consumers' distinctive

recognition. Through the analysis of Uniqlo, it is believed that uniqlo can actually establish its own brand positioning: casual basic clothing. Although Uniqlo blurs the clothing positioning of consumers in various ways, uniqlo's marketing shows that the casual clothing positioning is deeply rooted in consumers' minds. The best way to improve brand positioning is to use it to expand consumers and establish consumer awareness. In this regard, this paper suggests that Uniqlo target its consumers at the young age group between 18 and 25 years old. Due to the limited purchasing power of this group, it can still have broad market potential even if it has competitors.

## (2) Uniqlo's product update is slow

Uniqlo's light down jackets went on sale in China in 2009. For the development of the clothing industry at that time, the sudden appearance of light down jackets was eye-catching. In addition to the innovation in fabrics, great creativity was also made in the form of products. After simple folding, they could be easily put into a small pocket, which was very space-saving when traveling. While people have to choose the puffy down jacket on the market, the appearance of light down jacket brings different experience to consumers. Uniqlo has been building new markets by reducing production costs, and thus prices, while ensuring quality. The wave of light down went on, but since then, there has been no such technological explosion. To be sure, uniqlo has been trying to come up with new hot style products that will catch the public's attention again, such as its "quick dry" summer collection launched in 2008 and AIRism launched in 2010. Unfortunately, consumers are not very recognition of the above series or novel. Uniqlo's ability to innovate is weakening, or slowing. Take the example of recreational sports wind, 2014 years or so, "the movement toward a" suddenly broke into the public view, but for the time of uniqlo, did not seize the opportunity, until November 2016, uniqlo is officially released for the first time in conference in Tokyo, 2017 chun xia series "Uniqlo Sports" movement, and in the same year launched a new Block tech windproof fabrics, while the introduction of the already no longer is the age of mass there remains freshness, so is not very popular.

In the marketing process of uniqlo's related products, the focus is mostly on marketing strategies, so the overall development of new products is slow, which makes the product positioning of Uniqlo not strong sense of fashion, and it is difficult to avoid visual fatigue of the public. In order to satisfy consumers, they can buy products with low price, high quality and comfortable wearing, but also escape, the same products trusted by the public, walking on the street is always easy to bump into shirts, embarrassing and a series of problems. It can be seen that the limitations of "superficial" diversification provided by "Uniqlo" will become more and more prominent.

In the long run, diversified solutions and higher added value will have to be proposed to arouse consumers' enthusiasm again. The related products of Uniqlo have been fixed in the related fields

for a long time. Although they have been upgraded, the overall changes are not significant, which restricts the development of the enterprise.

### (3) Clothing is priced higher

In recent years, the unsatisfactory performance of the fast fashion industry as a whole has a lot to do with the global macroeconomic decline. At the same time, some experts predict, facing today's market development, marketing strategy, if still not upgrade, once upon a time the fast pin myths are really is forever in the past tense, "by 2015, uniqlo stores in China has approximately H&M and GAP of the number of stores in China combined, in order to maintain the current development, uniqlo had to cut the price to ascend, but for the present uniqlo, category is rich enough, slow renewal cycle of products, due to the quality of the products the occasional problem, uniqlo also more and more don't pay for the general public, prices for uniqlo is, of course, on sales of a blow."

Uniqlo's related products have achieved great success in the process of marketing and relatively advanced sales concepts. However, in the process of developing its related products, its products are slow in individuality and relatively simple in materials, which leads to the overpricing of garments.

The current era of people is no longer the pursuit of fashion, people at the time of purchase related products has more attention to cost performance and durability of the use of uniqlo has exposed the drawbacks of the related products pricing is higher, affect the enterprise's overall sales, at the same time makes the uniqlo brand quality can not get effective improvement. "Superficial" diversity seems to have lost much of its appeal to consumers.

### (4) Uniqlo clothing marketing channel structure is not reasonable

Uniqlo in the process of the current sales, overall sales channel is not reasonable phenomenon more obvious, uniqlo's marketing concept in the field of clothing is to reduce the storage cost and transport cost, the sales concept can better reduce the cost, but the resulting timeliness problem restricting the development of enterprises, in the process of marketing, uniqlo for sales channels too much is dependent on its flagship store business, and neglect for the establishment of sales network, together with the constant development of the Internet, make the efficiency of the current clothing for continuously strengthen, this also highlights the shortcomings of relying solely on flagship store sales, which has reduced Uniqlo's market share.

According to online data, the current online platforms are mainly through some e-commerce platforms, but these platforms lack third-party guarantees, which leads to imperfect sales channel system construction. Once consumers buy products with problems, they cannot find the The three parties or the platform protect rights and provide compensation. However, due to the virtual nature



of the current online platform, it provides opportunities for fraud. In a virtual environment, although transactions can be carried out, the safety of consumer remittances cannot be guaranteed. If there are dishonest sellers after receiving the payment Irresponsible, using inferior products instead of high-quality products for delivery, and after-sales service can not provide consumers with a better experience, the delivery time is relatively long, and the overall consumer experience is relatively poor.

And even though Uniqlo has established three main sales channels, the company's sales and profits are still mainly from online, especially in 2020 COVID-19, Uniqlo in many places needs to be temporarily closed and permanently closed, online and offline discounts There are more activities. Although sales in 2019 are similar, they actually lost some money.

Table 3-1 Uniqlo's 2019-2020 sales (ten thousand yuan)

Year\Project	Online sales	shop sales	Total sales
2019	323140	363180	686320
2020	333860	36940	370800

Source: Author survey statistics

It can be seen that Uniqlo's products are still sold through offline channels. This is incompatible with the current popular Internet marketing. Uniqlo also needs to change its thinking and establish a network marketing concept. Online and offline marketing have their own characteristics. It is necessary to grasp the advantages of wide coverage of online network platforms, timely communication with consumers, cross-regional communication, and convenience for consumers to purchase. In addition, the company's products must be promoted in time, and the company can choose to build its own network platform or join a third-party e-commerce platform according to its actual situation, and continue to expand the market product space. The relationship between online and offline. Online e-commerce is very important to the development of clothing, but offline experience is also indispensable. For products that have never been tried, it is very difficult for consumers to order directly online, so online and offline must promote each other.

##### (5) Uniqlo's clothing promotion was inadequate

Because of uniqlo in the process of actual sales, there are few product inventory, uniqlo has on clothing sales promotion in the process of transfer are limited by the number of products and the limit of time, it is hard to make great efforts to the promotion of, and reasons of uniqlo's marketing model, make each link cost relative to adjust the space is not large, it also virtually restricted the uniqlo in clothing promotional discounts, although the factory every year regularly make promotion activities, but most are in the big holiday, more competitive with other brands, restricting the development of uniqlo.

These are highlights the current uniqlo in clothing sales process, it is difficult to take out bigger discounts, for the people's growing material needs, people in the related products in the process of choose and buy, the more the pursuit of its practical and cost-effective, uniqlo has similar competitors in the process of market competition constantly eating into its share of the market, eventually resulting in a decline in the capacity of the whole enterprise, profit ability is reduced.

At present, because there are too many clothing brands in the current market, there is a lack of unified planning and integrated marketing communication methods in the promotion process. If brand promotion is not carried out, it is easy to cause the competitive advantage of the product to be unable to be reflected, and if it is itself If you use online platforms to sell, excessive publicity will cause product information to be inconsistent, because the selected pictures and texts are carefully planned under the careful planning of the seller. Consumers only use these to judge the quality of the product and the authenticity of the brand, and there are many fake and poor-quality clothing and clothing brands on the market. If consumers are not too familiar with this brand, they will easily buy quality. A bad product causes consumers to think that the product is not worth buying, and it will cause customers to reduce their trust in the entire clothing market.

### **5.2.2 Causes of problems existing in Uniqlo's Marketing strategy in China**

#### **(1) Neglect the research and development of clothing design**

As responsible for the relevant garment design and production process, the pursuit of too much on its cost is low and the appearance of beautiful, which to a certain extent, meet the relative part of the consumer, but as people in the clothing of choose and buy more and more rational, cost performance and durability of its products for people to use, has a strong demand, this also makes the reentry after due to inadequate investment in the process of product research and development of the phenomenon, the performance of relatively obvious, because there is no injection related research and development, this has led to the product in the process of upgrading the homogeneity phenomenon is serious. Lack of effective innovation restricts the development of enterprises.

#### **(2) There is no difference in the types of stores in each region**

Because of the inventory in the process of market discipline, for the price of its products as well as the quality of the products not according to the regional division, unified pricing led to the part in the economic underdeveloped regions produce the phenomenon that the price is higher, people in the process of product procurement, selected related products according to actual condition, restricted the development of enterprise. Under the current market standardization, regional differences are still ignored and product and price differentiation are adopted, which also directly leads to the failure of Uniqlo's related products to meet people's relevant needs.

### (3) Incomplete management of marketing channel construction

In the process of marketing channel construction and management, Uniqlo relies too much on its traditional marketing model. The ability of information feedback is not strong, and it is difficult for all channels to timely provide the first batch of data to manufacturers, which makes relevant manufacturers unable to timely make relevant adjustments according to the changes in the market, which restricts the development of enterprises.

At the same time, Uniqlo ignored the expansion of marketing channels in the construction of marketing channels, which made the enterprise rely too much on brand promotion in the process of development.

### (4) Integration of various means of promotion

In the process of product sales, Uniqlo relied excessively on the unified management and deployment of manufacturers, and did not conduct targeted promotional activities based on regional differences. Sales activities are only carried out on major festivals, which directly leads to a single promotion of Uniqlo. Disadvantages appeared, affecting the development of the enterprise.

Any product should follow the trend of the times in the process of promotion and sales, and the current trend needs to be carried out in conjunction with the Internet. Therefore, it is necessary to integrate online and offline planning to further promote Uniqlo's clothing sales. It can be better promoted through the use of online and offline, human, material, and financial resources, so that the company can use a relatively small cost, but through two channels to achieve market acquisition, and inhibit the entry of competitors' products. And use the online platform to provide consumers with more convenience, so that they can be targeted to maintain consumers, improve consumer satisfaction, but also can obtain more profits for further development.

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