



**RESEARCH ON THE MARKETING STRATEGY OF FASHION
BRANDS UNDER THE BACKGROUND OF
SUSTAINABLE CONSUMPTION MODE IN CHINA
——TAKING PRADA AS AN EXAMPLE**

Name: YANG KEYANG

ID: 6317195040

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
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YANG KEYANG

This Independent Study has been Approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

Chao Qiu

(Advisor: Assoc. Prof. Dr. Qiu Chao)

Date: 8 / 9 / 2023

Jomphon

(Associate Professor Dr. Jomphon Mongkhonvanit)
Dean, Graduate School of Business Administration

Date: 20 / 9 / 2023

Siam University, Bangkok, Thailand

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By: Yang Keyang

Degree: Master of Business Administration

Major: International Business Management

Advisor: *Chao Qiu*
(Assoc. Prof. Dr. Qiu Chao)

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ABSTRACT

In the context of sustainable consumption, luxury consumption is often seen as a manifestation of extravagance, waste, and materialistic values, becoming the opposite of sustainable consumption. The resulting opposition to luxury goods has had a significant impact on the global luxury goods industry. The marketing model of luxury goods centered around enterprises is clearly inadequate for the current consumer market. With the transformation of consumer psychology and behavior in the context of sustainable consumption patterns, the marketing strategies of luxury brands in the field of sustainable consumption need to be further optimized and improved. This article takes luxury brand PRADA as an example, combined with PRADA's current sustainable marketing strategy, to analyze and study Chinese consumers' attitudes towards sustainable consumption and feedback on PRADA's current sustainable marketing strategy. The objectives of this study were: 1). To investigate consumer attitudes towards sustainable consumption, 2). To analyze the problems in the current PRADA sustainable marketing strategy, 3). To propose optimization plans for PRADA's sustainable marketing strategy.

In the research process of this article, the data sources were mainly obtained through survey questionnaires. The reliability, validity, and correlation of the survey data were analyzed using quantitative research methods and SPSS software. Based on the research and analysis of survey data, this article finds the following conclusions: 1). Currently, consumers have a positive attitude towards sustainable consumption, but their action ability is poor. 2). PRADA's current marketing strategy still has a single product structure, unreasonable pricing system, scattered channels, lack of innovation in the promotion process, insufficient understanding of the brand's sustainable concept by service personnel in the store, weak reflection of sustainable concept in tangible display and promotion, lack of interaction in the service process, and a series of issues

that need to be further adjusted to improve after-sales service. 3). Based on the above research, using the 7Ps theory, corresponding optimization strategies are proposed for PRADA's sustainable marketing strategy from seven aspects: product, price, channel, promotion, personnel, tangible display, and service process strategy. These strategies include enriching sustainable series products, optimizing product combination pricing strategies, integrating direct and offline sales channels, and innovating promotion methods, optimize personnel recruitment and training mechanisms, strengthen sustainable visual marketing in stores, and optimize the service process from pre-sales to after-sales... a series of targeted and specific measures. The above research aims to provide assistance for the development of PRADA in the field of sustainability.

Keywords: marketing strategy, the marketing theory of 7Ps, quantitative study, PRADA, sustainable consumption

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Declaration

I, YANG KEYANG, hereby certify that the work embodied in this independent study entitled “Research on the Marketing Strategy of Fashion Brands under the Background of Sustainable Consumption Mode — Taking Prada as an Example” is result of original research and has not been submitted for a higher degree to any other university or institution.

杨可扬

(YANG KEYANG)

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Chapter1 Introduction

1.1 Background of the Study

With the continuous development of the economy and the continuous improvement of people's living standards, the environmental pollution caused by high-speed production is still intensifying. Especially in recent years, catastrophic events such as the COVID-19 epidemic have occurred frequently. In the face of the deteriorating ecological environment, more and more people have realized that they should assume the obligation and responsibility to protect the environment, and the issue of sustainable development has attracted more and more attention from countries around the world. World Commission on Environment and Development (1987) proposed sustainable development and defined it as meeting the needs of contemporary people without compromising the ability of future generations to meet their needs. Therefore, from a micro perspective, any economic activity that surrounds individuals or enterprises is crucial for the implementation and execution of sustainable development strategies. The fashion industry, with textile and clothing products as its core, is particularly noteworthy.

The fashion industry, as the world's third-largest manufacturing industry, produces 100 billion pieces of clothing annually (Emily, 2022). The fashion industry needs to halve its carbon emissions before 2030 to achieve the goals set in the Paris Climate Agreement (UN Climate Summit, 2015). While creating profits, it is also important to consider reducing waste and pollution, which makes sustainability increasingly crucial in the future development of the fashion industry.

The pollution of the luxury goods industry to the environment is mainly concentrated in two aspects. On the one hand, the fibers and ingredients used in the production process, as well as the energy consumption during production and distribution, all cause different forms of environmental pollution to water, air, soil, etc. On the other hand, luxury brands, in order to ensure their high brand value, often do not sell unsold products at low prices or clear inventory, but instead destroy them through incineration. According to The Times (Morris, 2018), Burberry burns over 28 million pounds of its own products in a year, causing serious secondary damage to the ecological environment. Such a lack of social responsibility will undoubtedly undermine the brand's image in the minds of consumers. Therefore, in the global environmental trend, luxury brands particularly need to reshape their brand image through sustainable development strategies.

At present, many luxury brands have done something to meet the needs of sustainable development. For example, the Fashion Convention launched in 2019 has proposed environmental protection KPIs for luxury brands - time bound quantitative goals, including reducing emissions, the impact of plastic packaging and raw materials on the fashion industry, and emphasizing the protection of biodiversity... including the parent company of Gucci—Kering Group, Chanel, Hermès more than 60 fashion companies, including leading companies such as PRADA, have signed off. PRADA became the first brand to sign the "Sustainable Development Term Loan" in 2019 and launched the "Recycled Nylon" project in 2019, launching a series of products using sustainable fabrics - recycled nylon. It can be said that Prada has made relatively advanced and outstanding actions in the field of sustainable development. However, in recent years, the brand's product update speed and marketing efforts in the sustainable field have been somewhat insufficient.

1.2 Problems of the Study

At present, there is much academic literature on sustainable development and consumption, mainly focusing on changes in consumer behavior or production patterns in the context of sustainable consumption. However, there are few specific analyses from the perspective of fashion brands, and most of them are general from a macro perspective. Therefore, there is currently a lack of detailed analysis of brand marketing strategies in the academic community from the standpoint of sustainable consumption.

1.3 Objectives of the Study

This article uses a questionnaire survey method, combined with the characteristics of Prada brand, to analyze the problems in PRADA's current marketing strategy, propose feasible strategic optimization plans for Prada's future sustainable marketing development, create a strong and reliable market positioning, continue to promote the brand towards sustainable development mode, and bring long-term competitive advantages to many luxury brands.

The research objectives of this article can be summarized as follows :

- 1: To investigate consumer's attitudes towards sustainable consumption.
- 2: To analyze the problems in the current PRADA sustainable marketing strategy.

3: To propose optimization plans for PRADA's sustainable marketing strategy.

1.4 Scope of the Study

The scope of this study is PRADA's marketing strategy in China.

Set the target to China, as the purchasing power of Chinese consumers cannot be underestimated and has now become a key driving force for the profit upgrading of the Prada market. Therefore, studying the consumption habits and attitudes of Chinese consumers has certain reference significance for optimizing brand future marketing strategies, and brands can develop marketing strategies suitable for Chinese consumers on this basis. Therefore, the sample range of this study is set to PRADA store members in different regions of China.

1.5 Significant of the Study

The research significance of this article is divided into two parts: theoretical significance and practical significance.

Firstly, theoretical significance: In recent years, with the concept of sustainable development being hotly discussed in global economic development, people have had new thoughts on the future transformation direction of labor-intensive and energy consuming industries, and sustainable consumption models have also been recognized by more and more people. At present, academic research in the context of sustainable consumption mainly focuses on changes in consumer behavior and changes in production patterns. There is relatively little research on the fashion field, and currently, it is mostly from a macro perspective, with no detailed research and analysis. Therefore, there is currently not much research on the marketing strategies of fashion brands in the context of sustainable consumption patterns. This paper is based on the STP theory and 7Ps theory to conduct research on the marketing strategies implemented by PRADA in the context of sustainable consumption patterns. The research results have to some extent enriched the academic gap in this field.

Secondly, practical significance: Through theoretical methods, identify the problems and reasons for PRADA's marketing strategy in the context of sustainable consumption patterns, propose optimization plans for marketing strategies, and enable marketing to play an important role in promoting commercial development and social

sustainability. Integrating environmental, social, and commercial profits to achieve balanced development and create a "three-win" situation. It has a certain degree of reference significance and practical value for the development and improvement of PRADA, and also provides reference plans for optimizing marketing strategies for similar enterprises.

Chapter 2 Literature Review

2.1 Introduction

The discussion in this paper involves sustainable consumption patterns, sustainable fashion, and the strategic transformation of fashion brands in response to sustainable consumption patterns, including the 7Ps marketing strategies used in the research process, all of which are summarized and explained in the following sections of this chapter.

2.2 Literature Reviews

Throughout the research on the development of sustainable fashion and marketing strategies in the context of sustainable consumption patterns by scholars, both domestically and internationally, it is understood that there is still a rich and systematic research on the development of sustainable fields both domestically and globally, which provides necessary theoretical support for this study.

Xu and Li (2016) targeted the research on the Fast fashion brand and analyzed the work of H&M brand in sustainable development with the SWOT analysis method. Liu (2020) used Stella McCartney as an example to analyze the development and innovation of the brand in the sustainable field. He first briefly reviewed the brand's sustainability work from two aspects: the upgrading of product fabrics and the output of sustainable concepts. Afterward, it strongly demonstrated the importance of increasing the proportion of sustainable fabric applications and continuing to advocate for sustainable concepts in the future. Yang (2018) conducted an empirical study on the business model framework of sustainable fashion brand Klee as a case study. An analytical framework combining sustainable attributes with business models has been proposed through perspective, providing business references for enterprises to enter the sustainable fashion market.

The above studies all analyze and optimize the sustainability work of brands from the perspective of brands. To provide commercial references for brands to enter the sustainable fashion market.

Wang, Liu, Kim & Kim (2019) based on the ACSI model, designed sustainable quality, sustainable value, and sustainable expectations as influencing factors, and

measured and estimated the sustainable performance of fashion companies in the retail and supply chain based on consumer evaluations. Redcliff & Woodgate (2005) pointed out that for businesses, sustainable development emphasizes a broad sense of foresight and responsibility in designing and developing organizational goals. And we should ensure that these goals will not affect the development of the enterprise. Marketing is an important element of the enterprise's sustainable development strategy, and Marketing strategy is an integral part of the enterprise's development strategy.

Huang & Li (2021) mainly studied consumers' demand for Fast fashion brands in the context of sustainable consumption in the Consumer Analysis of Fast fashion brands under the sustainable consumption mode. This literature conducted research and analysis on different consumers through effective survey questionnaires. Divide consumers in a sustainable context into active, utilitarian, and budding types. And it has been concluded that people's overall environmental awareness has improved, and more and more consumers are inclined to choose more environmentally friendly and fair responsible products. And through the extraction and analysis of the results, from the three aspects of production and retail, product and design, emotion and value, it provides a reliable reference for Fast fashion brands to accurately grasp consumers' sustainable psychology. Kapperer & Michaut-Denizeau (2014) also studied the sensitivity of luxury buyers to sustainable development undertakings from the perspective of consumers and attempted to address the contradiction between luxury goods and sustainability, especially in the win-win situation of sustainable social and economic development.

Through reading the above literature, we have learned that the concept of sustainability has gone deep into all walks of life. But at the same time, marketing strategies of different industries and enterprises also have obvious differences. Although the theories of related Marketing mix strategies, sustainable marketing and brand marketing strategies are rich, the actual effects in the application process are not necessarily the same 'Sustainability fashion 'is receiving increasing attention from enterprises. As an early luxury brand in the field of sustainability, PRADA has certain reference significance for the sustainable development of the fashion industry. Therefore, this article analyzes and evaluates PRADA's sustainable marketing strategy from different perspectives, filling the gap in the current academic field, and providing valuable reference opinions for the sustainable development of the brand.

2.3 Theory of Review

2.3.1 The Marketing Theory of 7Ps

In the 1960s, the "4P Marketing mix" was proposed by American expert McCarthy. These 4Ps refer to product, price, place, and promotion respectively (McCarthy, 1964). In the actual process of Services marketing, strict management of the four links of product, price, place, and promotion is very critical. However, the "4P Marketing mix" has some limitations and cannot fully meet all the needs of the service industry. For customers to experience intangible services intuitively and vividly, tangible identification indicators and evaluation quality are essential. Based on the "4P Marketing mix", Booms and Bitner created the basic framework of Services marketing in the early 1980s - the "7P Marketing mix theory", mainly adding three elements based on the 4P, respectively named: participant, physical evidence, and process management. These three factors are the marketing components of the very key lines in the service industry. So, it is more reasonable to use the "7P Marketing mix theory". Next, this paper discusses the seven elements of the "7P Marketing mix Theory":

2.3.1.1 Product

Product factors include elements such as product type, quality, performance, and design. In marketing, it is defined as a valuable tradable product that meets market consumption needs, has its own unique attributes or functional selling points. This element places great emphasis on product development functions, emphasizes the uniqueness of the product, and prioritizes product functionality. The formulation of product strategy is the first element that closely follows market positioning, with the closest direct distance to the market and customers, and is the most direct manifestation and verification of brand value.

2.3.1.2 Price

Including factors such as discounts, customer perceived value, and quality-price ratio. The price should not only closely follow the market positioning and product, but also closely connect with the target market. Investigate and analyze various factors such as the type of customer demand in the target market that can provide products, pricing strategies for competitors in the target market, own brand strategy, comprehensive

product costs, expected profits, etc. We will only begin to develop pricing strategies for specific product advantages in submarkets. The most easily variable among the seven factors is the price factor.

2.3.1.3 Place

Including distribution channels, distribution scope, and other elements. Before the product leaves the merchant and reaches the consumer, it is covered by place elements. It is the most closely connected element with market segmentation, which needs to include wholesalers, distributors, or sales stores and online platforms. The planning and construction of channels is a test of an enterprise's ability to utilize existing resources and develop needed resources.

2.3.1.4 Promotion

Promotion is not only about increasing sales, such as discounts, second item half price, marketing promotions, etc., to increase revenue, attract new customers to come and consume, or achieve sales growth through early consumption. At the same time, there are also market research and public relations components, which are closely related to price factors and several nodes in the overall marketing planning. For example, advertising promotion, public relations activities, market research, competitive strategy execution, as well as brand image and market education, all belong to brand promotion strategies.

2.3.1.5 Participant

This marketing strategy, which includes attitude and behavior, is a human factor that mainly reflects the functions of delivering and receiving services. Simply put, the process of enterprise personnel providing services to customers. In the practice of modern marketing management, most marketing managers believe that the staff of enterprises are extremely crucial marketing elements. Even in the era of online marketing, staff can directly or indirectly affect the target audience, and affect public awareness and understanding. In many cases, it is due to staff factors that public relations crises arise.

2.3.1.6 Physical Evidence

Including elements such as environmental design, equipment, and facilities. Displaying products or services to consumers in a tangible way can make them closer to customers. Through tangible display, customers can more effectively feel or experience the value of products (including service products). The first issue that needs to be addressed in the so-called tangible display is how to make customers deeply perceive and reach the value of the product. The physical and information forms of touch are the embodiment of quality, and customer perception in this process is the main factor promoting quality improvement. That is to say, when customers reach the boundary, we need to enable them to enter the marketing environment more quickly and effectively through tangible displays, and the customer's experience of products and interactions here is an important influence in promoting consumer purchasing decisions.

2.3.1.7 Process Management

Process management is a necessary path for enterprise management services. In other words, when consumers need to wait while enjoying a service, the process of delivering the service to consumers is a controllable process. The coverage of this part of the process is quite extensive, such as the communication and interaction process before customers obtain the product, the experience process during the purchase process, and the service process after customers' purchase.

2.4 Research framework

The research approach of this article is to discover, analyze, and solve problems. Following this approach, we first analyze the current development status, and then use a survey questionnaire to analyze the problems in PRADA's sustainable marketing strategy. Finally, based on the 7ps marketing strategy theory, optimization suggestions for PRADA marketing strategies in the context of sustainable consumption patterns were proposed.

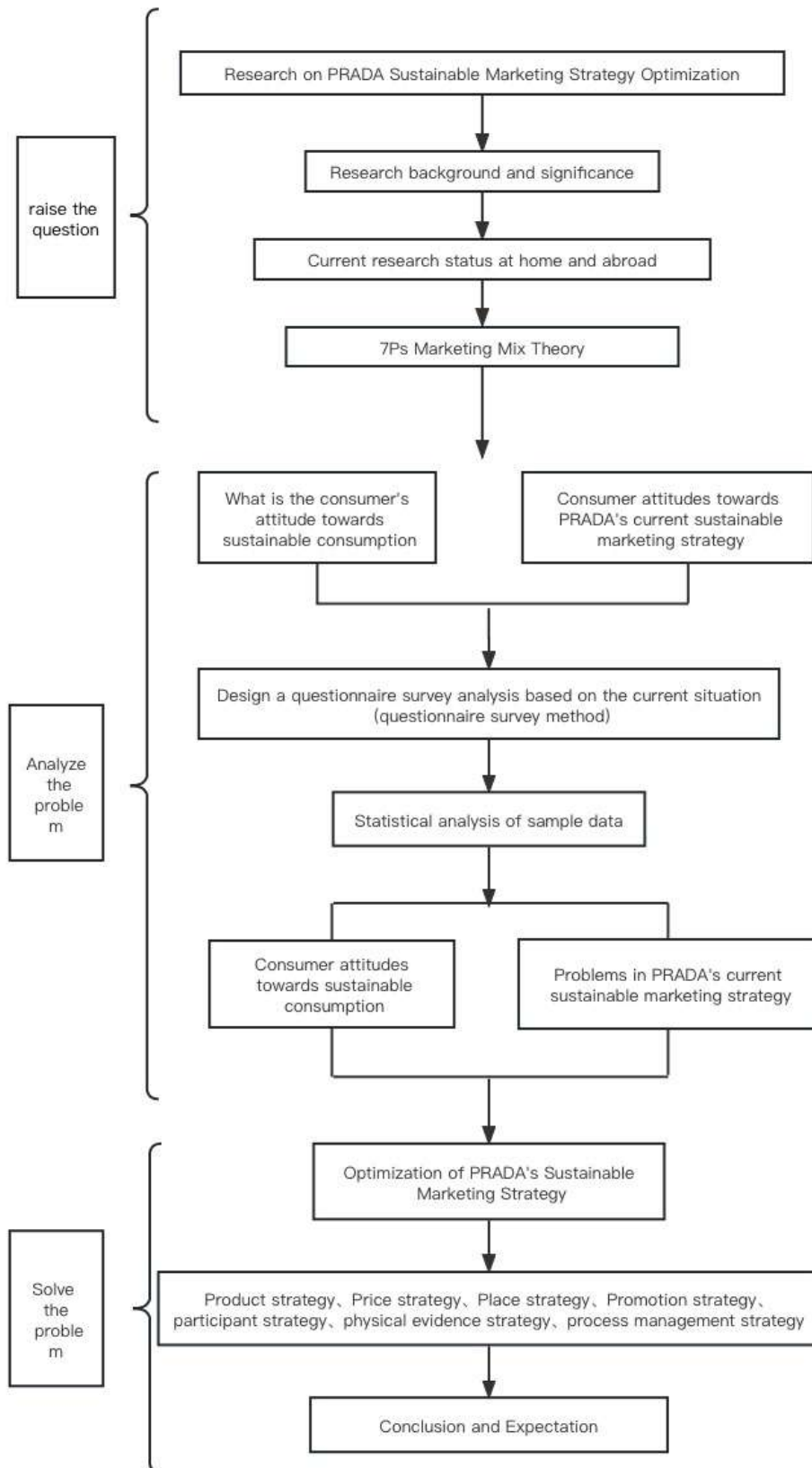


Figure 2.1 Research framework

Chapter 3 Research Methodology

3.1 Introduction

What is the consumer's attitude towards sustainable consumption? How do consumers react to the current PRADA sustainable marketing strategy? What strategies can PRADA optimize in its sustainable consumption field in the future? These are all things that need to be tested individually in research by collecting feedback. Therefore, this study adopts a questionnaire survey method, combined with previous literature and research results, to design a PRADA sustainable marketing survey questionnaire. The aim is to further study the consumption habits and needs of PRADA customers through research, collection, and analysis of relevant data, identify the key points that PRADA should pay attention to and the problems that PRADA is currently or may encounter in the sustainable marketing process, and provide a basis for PRADA to optimize sustainable marketing strategies.

To objectively and comprehensively understand the current marketing status and main problems of PRADA under the current sustainable consumption model, understand the actual effectiveness of current marketing strategies of fashion brands and their impact on consumer product purchases, and further grasp consumers' participation in brand marketing activities and actual purchasing behavior, This questionnaire study analyzed the marketing situation and effectiveness of PRADA based on collecting basic consumer information, further exploring the impact of current marketing measures on consumer behavior, and focusing on identifying the main problems in PRADA's marketing activities under the context of sustainable marketing. It provides guidance for fashion brands to further optimize and improve marketing strategies, to improve the pertinence and effectiveness of PRADA's marketing activities. Based on drawing on relevant research materials and achievements, both domestically and internationally, and taking into account the current marketing situation of PRADA in the current environment, a survey questionnaire was designed for this survey. In terms of the actual content of the survey questionnaire, the survey was mainly conducted from several aspects, including the basic information of the respondents, PRADA's products, prices, channels, promotions, personnel, tangible displays, and service processes. And then grasp the sustainable marketing status of PRADA.

3.2 Research design

This survey questionnaire is divided into two major parts. The first part is to study the basic situation of consumers and determine the scope of the studied consumers. The second part is to study consumer habits and marketing effects. Based on the research questions and the content of the 7Ps theory, the content of the second part can be further refined. Questions 1-5 are designed to investigate consumers' attitudes towards sustainable consumption, while questions 6-21 are designed to investigate consumers' Feedback on PRADA's current sustainable marketing strategy.

3.3 Hypothesis

H1: Consumers' interest in sustainable consumption is positively correlated with their willingness to pay a premium for sustainable value.

H2: The overall satisfaction of consumers with PRADA online shopping is positively correlated with the speed of product display updates, customer service, and satisfaction with online channel after-sales service.

H3: The overall satisfaction of consumers with Prada's offline shopping is positively correlated with their impact on factors such as products, shopping environment, services, offline channel after-sales service, and offline substitution satisfaction.

3.4 Sample selection

During the research implementation process, the online questionnaire platform - Questionnaire Star was utilized. Due to the difficulty of collecting information on fashion and luxury goods customers, especially for target respondents from all over the country, online research has dramatically improved the efficiency of research and reduced the burden on respondents.

This survey adopts a random sampling method and conducts research on PRADA's key stores in China, collecting and obtaining relevant data and information on PRADA members in stores in different cities. In recent years, the scale of China's luxury goods consumption market has continued to expand, and the ability of Chinese consumers cannot be underestimated. Currently, Chinese consumers have become a key driving

force for the profit upgrading of the PRADA market. Therefore, for PRADA, studying the consumption habits of Chinese consumers and their attitudes toward sustainable marketing strategies currently has a significant guiding role for its future development in the field of sustainable fashion. The research subjects are members of PRADA stores located in China, and all respondents have experience of consumption in PRADA stores. Therefore, all respondents are consumers or potential consumers of PRADA sustainable series products. Conducting research on the consumption habits and attitudes towards sustainability of the above groups has more reference value for developing future brand marketing strategies.

A total of 366 questionnaires were distributed in this survey, and after removing incorrect or invalid questionnaires, a total of 320 valid questionnaires were collected, with a good response rate of 87.4%. Through the analysis and organization of questionnaire statistical data, adequate survey data was obtained, providing a basis for PRADA to optimize marketing strategies.

3.5 Sample data collection

From the gender perspective of the respondents, there are 183 women, accounting for 57.2%, and 137 men, accounting for 42.8%. The proportion of women is higher than that of men. This is in line with the reality that women, as the primary buyers in the family, mainly purchase fashion accessories, handbags, and shoes. At the same time, female users have a higher sensitivity and pursuit towards fashion and fashion brands than others. From the perspective of the education level of the surveyed individuals, there are 110 people with high school education or below, accounting for 34.4%, 107 people with college or undergraduate education or above, accounting for 33.4%, and 103 people with graduate education or above, accounting for 32.2%. From this, it can be seen that the distribution of educational qualifications is relatively average, with the majority being college or above, which is consistent with the basic characteristic of high overall cultural level of customers in the fashion brand industry. Due to the impact of different levels of education on consumers' consumption cognition and needs, fashion brands should analyze consumer behavior differences and demand levels in the process of formulating marketing strategies. For fashion brands, consumers with higher education have a deeper understanding of the brand's culture, philosophy, and background, and a more objective and comprehensive knowledge of the brand. The ideas and opinions of customers are of great significance for brand innovation marketing strategies. From the age of the respondents, there are 49 people under the age of 20, accounting for 15.3%, 80 people between the ages of 20 and 30, accounting

for 25%, and 63 people between the ages of 31 and 45, accounting for 19.7%. 62 people aged 46 to 60, accounting for 19.4%, and 66 people aged 61 and above, accounting for 20.6%. From this, it can be seen that customers aged 20-30 are relatively concentrated, making them the main consumer force of the Prada brand. They generally pursue fashion and change, are willing to try new things, and their economic ability has been improved. They begin to pay attention to the grade and quality of their products. From the perspective of the annual income after tax of the respondents, there are 66 people below 100000-yuan, accounting for 20.6%, 65 people between 100000- 200000-yuan, accounting for 20.3%, 67 people between 200000-500000-yuan, accounting for 20.9%, 60 people between 500000 and 1 million-yuan, accounting for 18.8%, and 62 people above 1 million yuan, accounting for 19.4%. Relatively speaking, the income distribution of consumers at all levels is relatively reasonable.

Overall, it can be seen that the main characteristics of the surveyed population are : female, with a relatively uniform distribution of educational qualifications, aged 20-30, and a relatively uniform distribution of annual income after that.

Table3.1: The characteristics of the survey population

Variable	Options	Frequency	Percent
sex	male	137	42.8
	Female	183	57.2
record of formal schooling	High school and below	110	34.4
	Junior college, undergraduate course	107	33.4
	Graduate student or above	103	32.2
age	Under 20	49	15.3
	20-30 Years old	80	25
	31-45 Years old	63	19.7
	46-60 Years old	62	19.4
	Age 61 and over	66	20.6
Annual income after tax	Under 100,000 yuan	66	20.6
	100-200,000 yuan	65	20.3
	200-500,000 yuan	67	20.9
	50 million- -1 million yuan	60	18.8
	More than 1 million yuan	62	19.4

3.6 Reliability and validity analysis of the scale

3.6.1 Reliability Analysis

The reliability of a questionnaire refers to the degree of consistency in the results obtained when measuring the questionnaire using the same method, with the aim of measuring the correctness and accuracy of the data. To determine the reliability level of the variables used in the questionnaire and the questions set in the questionnaire, Cronbach's Alpha value was used for reliability analysis. Generally speaking, if the reliability is more significant than 0.50, it is considered good reliability; If it is more significant than 0.80, it belongs to the level of reliability. Quite high.

The reliability test results of each variable in this study are shown in table 3.2. Cronbach's Alpha is 0.744>0.5, indicating that the overall reliability is satisfactory. But 13. Your satisfaction with the current PRADA offline store - product, 13. Your satisfaction with the current PRADA offline store - environment, and 13. Your satisfaction with the current PRADA offline store_ Service, 13. Your satisfaction with the current PRADA offline store - after-sales, 13. Your satisfaction with the current PRADA offline store - overall, 14. Do you agree to add channels for old clothing recycling with low discounts in the store? The proportion difference in reliability after deleting items is higher than the overall reliability, but due to the excessive number of questions in this questionnaire, we accept it. Therefore, the sample data of this questionnaire has high reliability and can be used for empirical data analysis.

Table3.2: Reliability analysis of survey data

Variable	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
1. Whether you are willing to increase the premium for the sustainable value of the product	51.46	87.334	0.559	0.711	
12. Your satisfaction with the current PRADA online store -Product display	51.4	87.363	0.57	0.71	
12. Your satisfaction with the current PRADA online store -style update speed	51.45	87.283	0.551	0.711	

12. Your satisfaction with the current PRADA online store _ customer service	51.43	87.399	0.554	0.711	0.744
12. Your satisfaction with the current PRADA online store -after-sales service	51.35	86.681	0.564	0.709	
12. Your satisfaction with the current PRADA online store -overall satisfaction degree	51.44	87.043	0.575	0.709	
13. Your satisfaction with the current PRADA offline stores -products	51.16	104.659	-0.092	0.768	
13. Your satisfaction with the current PRADA offline stores -environment	51.02	103.147	-0.035	0.763	
13. Your satisfaction with the current PRADA offline stores -service	51.04	104.794	-0.096	0.767	
13. Your satisfaction with the current PRADA offline stores	51.03	104.168	-0.07	0.763	
13. Your satisfaction with the current PRADA offline stores-overall	50.98	103.41	-0.045	0.763	
14. Do you agree to increase the low-discount channel of old clothing recycling in the store	51.87	100.821	0.056	0.755	
15 Willing to participate in PR sustainable related to RADA	51.37	89.273	0.532	0.715	
17. You prefer the spokesperson of PRADA regeneration nylon series choice _ star	51.32	89.383	0.487	0.718	
17. You prefer the spokesperson of PRADA recycled nylon series to choose -famous environmental activists	51.38	88.802	0.51	0.716	

17. You prefer to choose the spokesperson of PRADA regeneration Nylon series -network expert	51.34	89.279	0.504	0.717	
17. You would prefer the spokesperson of PRADA regeneration nylon series	51.31	89.137	0.489	0.718	

3.6.2 Validity analysis

The effectiveness of a questionnaire refers to the degree to which the measurement method can accurately measure the characteristics of the object being tested. The larger the KMO value, the more familiar the influencing factors between variables., If the KMO value is more significant than 0.7, it is considered that the dataset can be used for principal component analysis or factor analysis and has a certain degree of interpretability. If the KMO value is less than 0.5, it indicates that the dataset is not suitable for principal component analysis or factor analysis. In addition, the statistical significance of Bartlett's spherical test is less than 0.05, indicating a significant correlation between variables, and vice versa.

As shown in the table3.3, the KMO value is $0.912 > 0.7$, and the significance of Bartlett's sphericity test is $0 < 0.05$, rejecting the original hypothesis and believing that the validity of the questionnaire is high. Therefore, the sample data is valid and can be used for relevant research and analysis.

Table 3.3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.912
Bartlett's Test of Sphericity	Approx. Chi-Square	3065.389
	df	136
	Sig.	0

Chapter 4 Finding

4.1 PRADA Consumers' Attitudes Towards Sustainable Consumption

4.1.1 Analysis of relevant survey questionnaires

A survey on whether consumers are willing to add a premium to the sustainable value of the product, we have learned from the data obtained that 19.6% of Consumers are very willing to pay a higher price for the sustainable value of the product, and 22.8% of respondents are willing to add a premium to the sustainable value of the product. 20.3% of respondents hold a neutral attitude. 18.1% of respondents expressed unwillingness to pay a premium, while 19.0% of respondents expressed a strong unwillingness (As shown in the Figure4.1) . From the data, the majority of respondents are willing to increase the premium, indicating that PRADA consumers First have a high level of consumption ability, and second, they have a strong desire for sustainability.

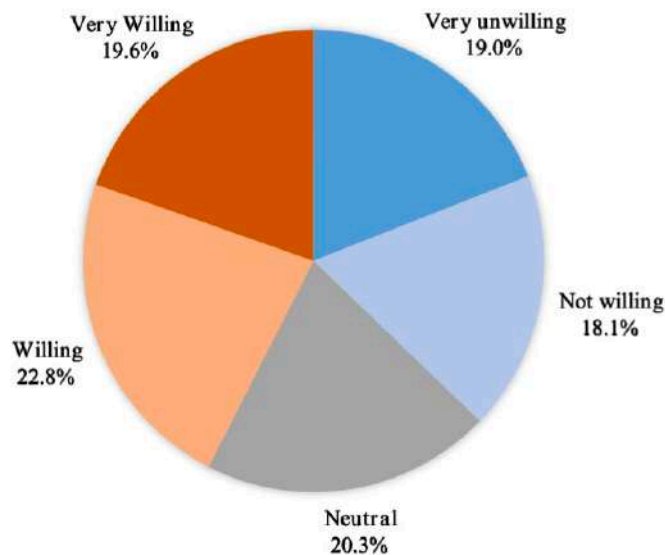


Figure 4.1: Are consumers willing to increase premiums for sustainable value

Perform linear regression analysis on the above survey data.

The independent variable: willingness to increase premiums for the sustainable value of the product. Dependent variable: attitude towards sustainable consumption.

According to table 4.1: The R value was 0.443, indicating a moderate positive correlation between the independent and dependent variables. This value is between 1 and 1, and the closer to 1 indicates a stronger positive correlation. In this case, 0.443 shows a moderate correlation. R Square 0.197 can also be expressed as 19.7%. This value indicates that 19.7% of the variance of the dependent variable can be explained by the independent variable. In other words, your model explains about 20% of the conditional variable variance. Adjusted R Square Is 0.194, the R Square value adjusted for degrees of freedom in the model. This value tells you the reliability of the model, and it is closer to the real world of the data.

The standard error is 0.56067, which measures the average distance between the observed value and the regression line, the standard deviation of the prediction error. A smaller of this value indicates a better model fit.

Table4.1: Model Summary

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	.443a	0.197	0.194	0.56067
a Predictors: (Constant), 1. Whether you are willing to increase the premium for the sustainable value of the product				

From table 4.2, it can be seen that the non-standardized coefficient is 2.687, and the standardized coefficient is 0.443, both of which are greater than 0, and the significance is 0 less than 0.05. The willingness to increase premiums for the sustainable value of the product has a significant positive impact on your attitude toward sustainable consumption. In other words, the more willing consumers are to increase premiums for the sustainable value of the product, the better their attitude toward sustainable consumption. The research results validate the hypothesis1 (H1) : Consumers' interest in sustainable consumption is positively correlated with their willingness to pay a premium for sustainable value.

Table 4.2: Regression analysis of premium ability and attitude

Model		Unstandardi zed Coefficients		Standardize d Coefficients	t	Sig.
		B	Std. Error	Beta		

1	(Constant)	2.687	0.075		35.64 6	0
	1. Whether you are willing to increase The premium for the sustainable value of the product	0.198	0.022	0.443	8.822	0
a Dependent Variable: Attitude towards sustainable consumption						

A survey was conducted on whether consumers would give priority to the impact of Consumer behavior on environmental resources in their daily shopping. The results showed that most of the respondents did not give preference to sustainable factors, up to 45.3% of the total. Only 25.6% of the respondents often effectively considered the impact on the environment, and 29% of the respondents said they occasionally took environmental factors into consideration (As shown in the Figure4.2) . It can be seen that although everyone has an awareness of environmentally sustainable development, Most people do not realize the connection between it and their Consumer behavior in the daily consumption process.

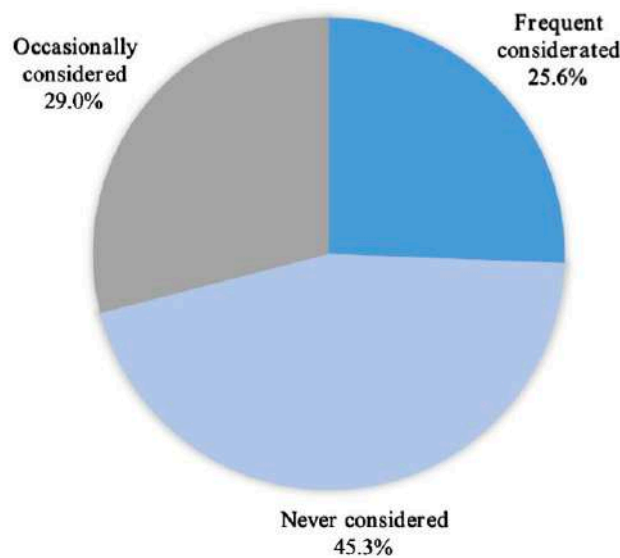


Figure4.2: Prioritizing environmental friendliness when shopping

A survey was conducted on the level of consumer attention to PRADA's sustainable series, with only 13.1% of respondents actively following or searching for sustainable series-related products or information, and 36.2% of respondents indicating occasional attention. However, 50.6% of respondents stated that they have never actively searched or followed sustainability-related products or information (As

shown in the Figure 4.3) . It can be seen that the respondents' initiative towards the sustainable series is relatively poor.

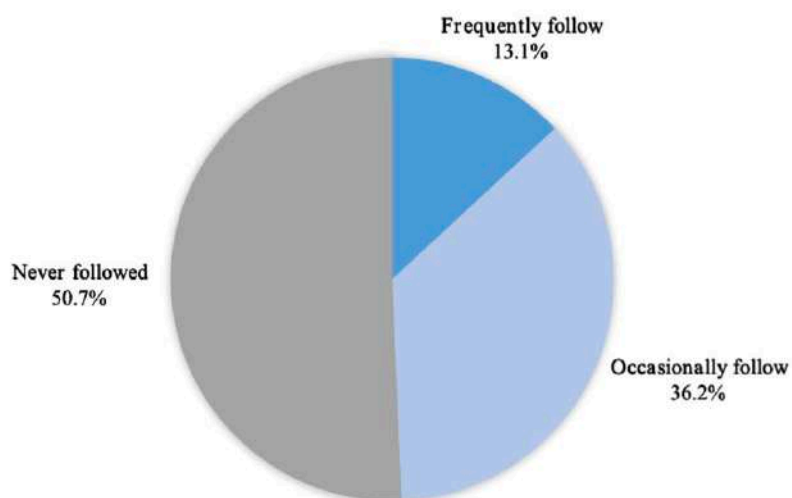


Figure 4.3: Customer's level of initiative in PRADA's sustainable series

Survey on the factors that customers prioritize when choosing sustainable products. The results showed that 52.7% of customers prioritize the design and appearance of the product, 48.3% prioritize the comfort and experience of the product, and 52.40% of respondents believe that price is also a priority factor. As for the attributes of its sustainable value, 44.5% of respondents prioritize its environmental value, while 45.7% of them prioritize its fabric attributes, and 56.8% of them think that the sustainable concept is the most important (As shown in Table 4.1) .

It can be seen that for sustainable products, people usually prioritize their sustainable concept. But at the same time, the essential attributes of the product, including price and design, also account for a relatively high proportion, which is still a priority factor for consumers to consider in the game.

Table 4.3: Factors that are prioritized when purchasing sustainable collections

Options	Responses		Percent of Cases
	N	Percent	
Value of environmental protection	141	14.80%	44.50%
Degree of comfort	153	16.10%	48.30%
Sustainable concept	180	18.90%	56.80%

Fabric attributes	145	15.20%	45.70%
Design appearance	167	17.50%	52.70%
price	166	17.40%	52.40%
Total	952	100.00%	300.30%

A survey was conducted on whether consumers desire recognition from others when purchasing products with sustainable value. 23.4% of respondents stated that purchasing products with sustainable value is their spontaneous behavior and does not require recognition from others. 51.0% of respondents preferred credit from others for their contributions to sustainable development. In addition, 25.6% of respondents expressed a strong desire to gain recognition from others after purchasing sustainable products (As shown in Figure 4.4) . From survey data, it can be seen that most consumers still prefer to be recognized by others after purchasing products with sustainable value.

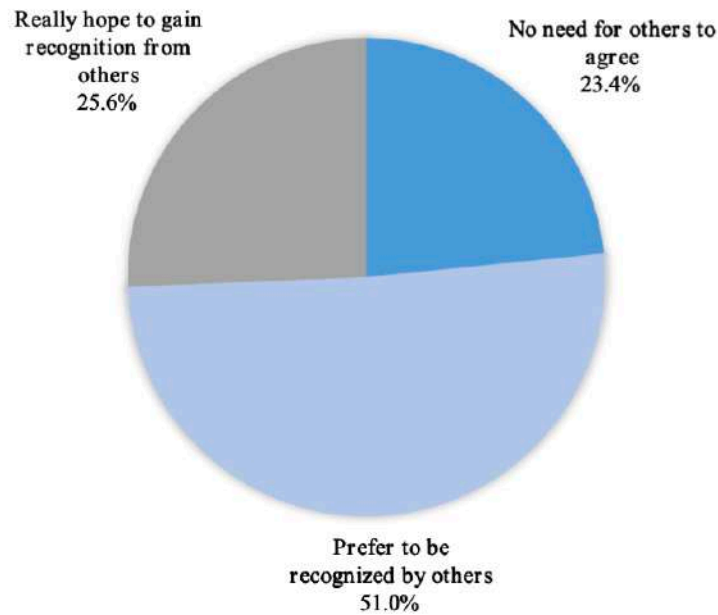


Figure 4.4: Whether hoping to gain recognition from others after purchase

4.1.2 Conclusion

According to the survey, 22.8% of respondents are willing to increase premiums for sustainable value, and 19.6% of respondents express a strong willingness to pay more for sustainable value. The proportion of relative unwillingness is higher, so

according to the positive correlation relationship, PRADA consumers' attitude towards sustainable consumption is still quite positive.

According to other survey results, it can also be confirmed that most consumers do not prioritize the impact on environmental resources when purchasing products, nor do they actively follow or search for products with sustainable value. It can be seen that consumers' awareness of sustainable development still needs to be improved.

The relevant theories of behavioral economics tell us that consumer behavior is not always rational. To promote sustainable consumption, it is necessary to mobilize consumers' positive awareness of sustainable consumption and improve their psychological accounting level for sustainable consumption. For example, survey results show that the majority of consumers express a desire for recognition from others after purchasing sustainable products. Therefore, in product design, special symbols for sustainable products can be added to distinguish them from ordinary products, bringing a sense of social identity to consumers who purchase sustainable products.

4.2 Problems in PRADA's Sustainable Marketing Strategy

4.2.1 Analysis of relevant survey questionnaires

The questionnaire shows that 59.4% of respondents have knowledge about the Re Nylon recycled nylon series, while only 17.8% of respondents the ETERNAL GOLD series jewelry launched by Prada in 2022. 22.8% of respondents are not familiar with these two sustainable series (As shown in Figure4.5). From this result, it can be seen that the PRADA brand still needs to strengthen its promotion efforts for sustainable series, and making more consumers aware of the existence of sustainable series is the foundation for increasing sales.

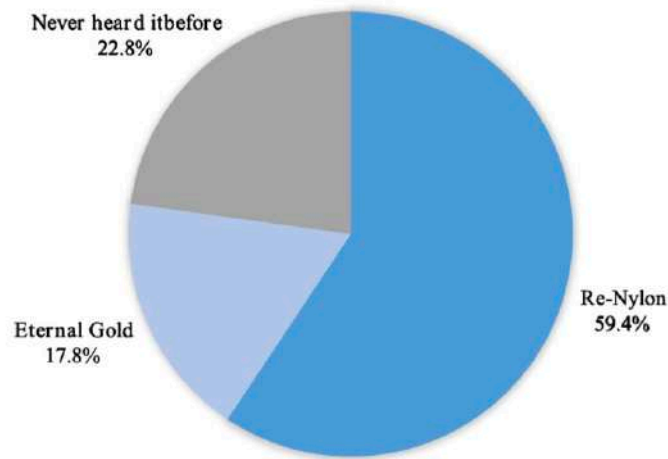


Figure 4.5: Understanding of PRADA's current sustainable series

Regarding the future development direction of PRADA's sustainable series products, from the perspective of consumers, 73.1% of respondents expressed their hope that their products will become more fashionable and innovative in design in the future. 72.8% of respondents believe it can enrich the product line and make the available products more diverse. 50.6% of respondents believe that more efforts can be made in the development of sustainable fabrics to produce more sustainable materials for farming. 49.1% of respondents hope to have more cross-border collaborations or collaborations with artists in the future, while 52.2% of respondents believe that brands can innovate boldly by launching electronic or virtual products. (As shown in Table 4.4) From this result, it can be seen that most consumers still hope that PRADA will continue to strive for sustainable series design and product diversity in the future.

Table 4.4: Expectations for the future of PRADA's sustainable series Products

Option	Responses		Percent of Cases
	N	Percent	
The development of innovative and sustainable fabrics	160	17.00%	50.60%
Have a more fashionable design and collocation	231	24.50%	73.10%
Enrich the product line, and make more diversified product choices	230	24.40%	72.80%

Launched cross-border joint-name series, artist cooperation series	155	16.50%	49.10%
Launch of small electronic or virtual products	165	17.50%	52.20%
Total	941	100.00%	297.80%

According to a survey of consumers' past purchasing channels, 73.8% of respondents have had the experience of purchasing products from off-line specialty stores. 71.9% of respondents stated that they have also purchased products on the brand's official website. 45.3% of respondents stated that they have purchased PRADA products from official channels such as Tmall, WeChat Mall, and JD.com. 36.67% of respondents have purchased PRADA products from overseas purchasing agents or overseas Taobao websites, 50.00% of respondents have purchased PRADA products in buyer stores, and 49.4% of respondents have purchased PRADA products from celebrity live streaming rooms (As shown in Table 4.5). From the results, PRADA has a wide range of sales channels, such as off-line specialty stores, official websites, and platform flagship stores, which are official direct sales channels that consumers choose more.

Table 4.5: Channels that have purchased PRADA products in the past

Option	Responses		Percent of Cases
	N	Percent	
speciality stores	236	21.90%	73.80%
Brand official website	230	21.30%	71.90%
Overseas shopping representative	149	13.80%	46.60%
shopping APP	145	13.50%	45.30%
Buyer shop	160	14.80%	50.00%
Stars, web celebrity live broadcast	158	14.70%	49.40%
Total	1078	100.00%	336.90%

According to the correlation analysis of survey data on consumer online satisfaction (As shown in Table 4.6), it was found that there is a significant positive correlation between the five variables: product display, update speed, customer service, after-sales service, and overall satisfaction. That is to say, product display, style update speed, customer service, and after-sales service are positively correlated with overall

satisfaction with off-line stores. This also validates H2: The overall satisfaction of consumers with PRADA online shopping is positively correlated with the speed of product display updates, customer service, and satisfaction with online channel after-sales service. The correlation of customer service is closest to 1, with the strongest correlation. Therefore, customer service is a critical area that needs to be improved.

Table 4.6: Correlations of Consumers' Satisfaction with PRADA's online store

Variable	product exhibition	Style update speed	Customer service	after-sale service	Overall satisfaction
product exhibition	1	.671**	.636**	.684**	.627**
Style update speed	.671**	1	.669**	.656**	.636**
Customer service	.636**	.669**	1	.631**	.711**
after-sale service	.684**	.656**	.631**	1	.647**
Overall satisfaction	.627**	.636**	.711**	.647**	1
** Correlation is significant at the 0.01 level (2-tailed).					

According to the correlation analysis of survey data on off-line consumer satisfaction, it was found that there is a significant positive correlation between the five variables of product, environment, service, after-sales service, and overall satisfaction. That is to say, the satisfaction with products, environment, services, and after-sales service is positively correlated with the overall satisfaction with offline stores (As shown in Table 4.7) . This also verifies H3: The overall satisfaction of consumers with Prada's off-line shopping is positively correlated with their impact on factors such as products, shopping environment, services, offline channel after-sales service, and offline substitution satisfaction. That means that if we want to improve the overall satisfaction of consumers with offline stores, we need to improve the products, environment, services, and after-sales service to achieve consumer satisfaction. Among them, the correlation between after-sales service is closest to 1, with the strongest correlation. Therefore, improving the after-sales service of offline stores is the focus of the future.

Table 4.7: Correlations of consumers' satisfaction with PRADA's offline stores

Variable	commodity	environment	After-sale service	customer service	Overall satisfaction
commodity	1	.584**	.658**	.646**	.600**
environment	.584**	1	.564**	.568**	.588**
serve	.658**	.564**	1	.556**	.564**
after-sale service	.646**	.568**	.556**	1	.640**
Overall satisfaction	.600**	.588**	.564**	.640**	1

** Correlation is significant at the 0.01 level (2-tailed).

The results showed that most respondents still have a strong willingness to provide channels for PRADA stores to recycle old clothes and use them to offset discounts. 17.1% of respondents expressed a strong desire, and 41.5% of respondents expressed a willingness (As shown in Figure 4.6) .

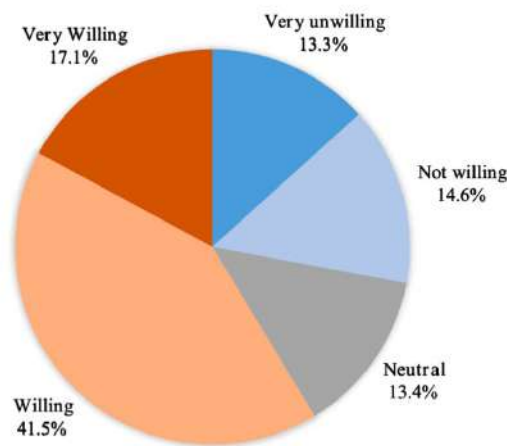


Figure 4.6: Willingness to increase low discount channels for recycling old clothes

According to the survey results of consumers' access to PRADA sustainability related information channels, 48% of respondents have seen relevant information on Weibo, and 53.3% of respondents have seen sustainability related information on their official website. 50.2% of respondents have learned about PRADA sustainability related products through celebrity and KOL promotions. 48.3% of respondents have browsed relevant information on WeChat official account, 49.2% of respondents have

seen information about the PRADA sustainability series in the news, and 52.00% of respondents have learned about sustainability related information in offline activities. 51.5% of respondents still stated that they had not previously noticed any sustainability-related information (As shown in Table 4.8) . It can be seen that consumers often obtain information about PRADA's sustainable concept through official websites, offline activities, celebrities, and KOL promotion. Most of the respondents also stated that they have not paid attention to the relevant publicity, indicating that PRADA's promotion efforts in sustainability still need to be strengthened.

Table 4.8: Channels to obtain PRADA’s sustainability information

Option	Responses		Percent of Cases
	N	Percent	
PRADA website	170	15.10%	53.30%
Wechat public account	154	13.70%	48.30%
Weibo	153	13.60%	48.00%
News	157	14.00%	49.20%
off-line activity	166	14.80%	52.00%
Star, KOL web celebrity	160	14.20%	50.20%
Never noticed	164	14.60%	51.40%
Total	1124	1	3.524

Through a survey of respondents' willingness to participate in PRADA's sustainable theme promotion activities, the results showed that 19.0% of respondents expressed willingness to participate. In comparison, 21.8% of them expressed willingness to participate. 27.9% of respondents said it doesn't matter whether they participate or not. 18.1% of respondents expressed unwillingness to participate. And 13.1% of respondents expressed a strong reluctance (As shown in Figure 4.7) . It can be seen that most respondents are still interested in participating in brand promotion activities.

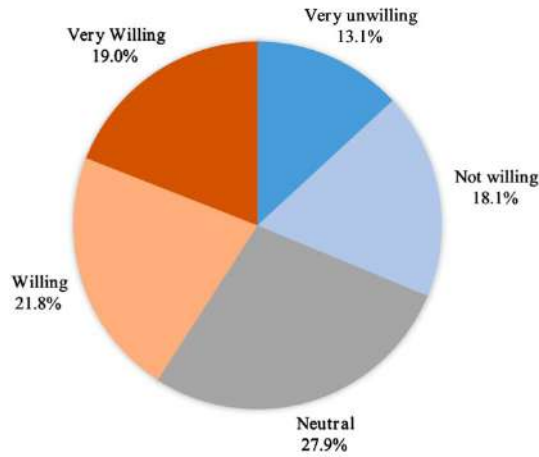


Figure 4.7: Willingness to participate in PRADA sustainable promotion activities

A survey was conducted on consumer preferences for sustainable promotion methods, and the results showed that 53.2% of respondents expressed a desire to participate in sustainable fashion shows or static displays, 55.4% of respondents expressed a desire to participate in VIP private dinners with sustainability as the theme, 53.5% of respondents expressed a willingness to participate in brand sustainable themed exhibitions, and 51.00% of respondents expressed a willingness to participate in charitable and public welfare activities. 52.6% of respondents expressed willingness to attend lectures on sustainable environmental protection (As shown in Table 4.9) . As a result, it can be seen that the proportion of data is relatively equal and there is no obvious tendency, indicating that people do not care much about which way to participate in PRADA's sustainable promotion activities.

Table 4.9: Consumer preferred promotional activities

Option	Responses		Percent of Cases
	N	Percent	
Charity and public welfare activities	159	19.20%	51.00%
Environmental protection lecture	164	19.80%	52.60%
Brand sustainable theme exhibition	167	20.10%	53.50%
Brand sustainable theme VIP private dinner	173	20.90%	55.40%
Sustainable series of fashion shows / static shows	166	20.00%	53.20%

Total	829	100.00 %	265.70%
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According to a survey on the spokesperson selection of PRADA's sustainable series, data analysis of the survey results found that there is a significant positive correlation between celebrities, well-known environmentalists, internet influencers, and ordinary people (As shown in Table 4.10). Therefore, the choice of spokespersons is not necessarily limited to celebrities. Those who hope that celebrities are spokespersons also hope that well-known environmentalists, internet experts, and ordinary people are spokespersons for the series. Therefore, in the future, the PRADA sustainable regeneration series should increase more possibilities in the selection of spokespersons.

Table 4.10: Correlation analysis between spokesperson selection

Variable	star	Well-known environmentalist	Net advisor	average people
star	1	.583**	.626**	.604**
Well-known environmentalist	.583**	1	.631**	.616**
Net advisor	.626**	.631**	1	.525**
average people	.604**	.616**	.525**	1
** Correlation is significant at the 0.01 level (2-tailed).				

A survey was conducted on which qualities of exclusive service personnel are more concerned by consumers, and the results showed that the vast majority of respondents value the service attitude of sales personnel, accounting for 55.00%. 51.60% of respondents believe that the professional ability of service personnel is very important, 50.60% of respondents value whether sales personnel can help them choose the desired product, and 56.39% of consumers love the after-sales service ability of service personnel, 51.3% of respondents love the speed at which salespeople respond to customer questions, while 47.8% of respondents love whether salespeople are talkative and able to chat with themselves (As shown in Table 4.11). It can be seen that consumers have relatively high requirements for exclusive service personnel, especially in terms of service attitude and professional ability.

Table 4.11: Concerns about dedicated service personnel

Option	Responses		Percent of Cases
	N	Percent	
professional ability	164	16.90%	51.60%
attitude towards customers	175	18.00%	55.00%
have a swift response	158	16.20%	49.70%
Talktive or not	152	15.60%	47.80%
after-sale service	163	16.80%	51.30%
Help customers to buy their favorite products	161	16.50%	50.60%
Total	973	100.00%	306.00%

Based on the in-depth understanding of the sustainable series of product introductions received by consumers in the store, the data shows that 15.0% of respondents have not been familiar with this series of products. 19.6% of respondents noted that the store staff had introduced them to the product's styles and combinations. 26.2% of respondents also stated that the store staff had introduced the fabric properties of the product to them. The above introduction is all about the essential characteristics of the product. As for the sources of fabric recycling, 20.6% of respondents said they had been introduced by store staff, and 18.4% of respondents said they had introduced the depth of sustainable value of the product (As shown in Figure 4.8). From the data, it can be seen that the service personnel in the store have limited introductions to the sustainable process and sustainable value of the product, and most of them are still limited to the basic attributes of the product.

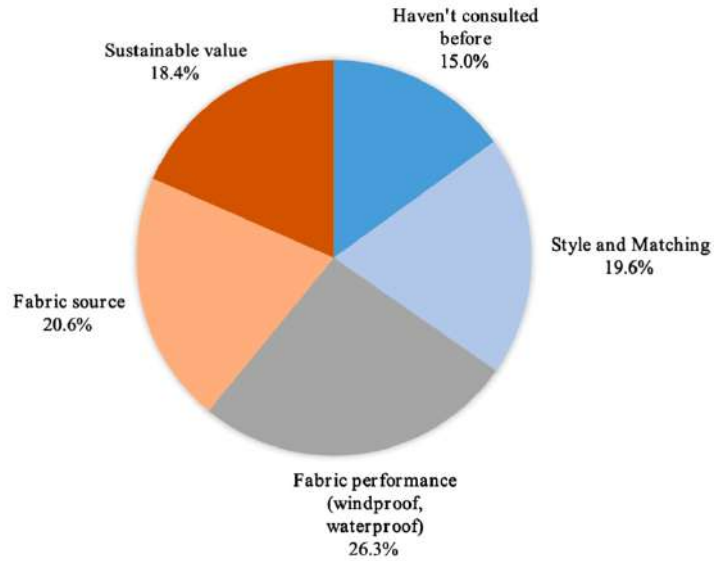


Figure4.8: Depth of introduction of sustainable series products by store staff

From the data (As shown in Figure 4.9) , it can be seen that the majority of respondents have not seen or had no impression, indicating a weak physical display of sustainability in the store. Either not present or not obvious, unable to leave a deep impression on consumers.

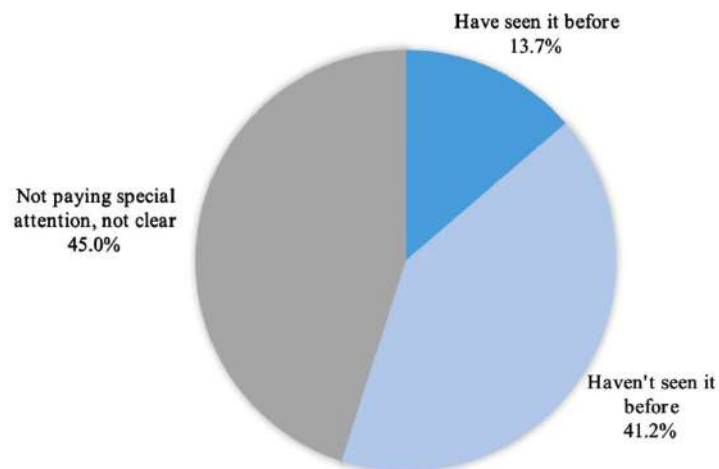


Figure4.9: Consumer attention to tangible displays related to sustainability

4.2.2 Analyze the problems in the current marketing strategy

4.2.2.1 Problems with sustainable products strategy

4.2.2.1.1 Single product structure

At present, the PRADA sustainable series only has the "recycled nylon" series launched since 2019, and the first high-end jewelry series launched at the end of 2022—the ETERNAL GOLD series jewelry. One of the urgent issues for PRADA's future sustainable marketing is the lack of competitiveness due to a single product structure. Although PRADA belongs to a high-end fashion brand, due to the limited number of flagship products in the sustainable field, it is at a disadvantage in participating in market competition. From the survey results, 72.8% of respondents expressed their hope that the PRADA sustainable series will enrich their product line in the future, making product choices more diverse. This shows that enhancing product lines is an urgent issue for PRADA.

A single product architecture and main products can enable brands to enter the market with lower costs, more energy, and a faster pace to gain the favor of the target groups. Although PRADA's high-end positioning leading the fashion trend has attracted some consumer groups, due to the low innovation and breakthrough of the product itself, it cannot meet the expectations of existing customer groups, and the lack of brand personality characteristics have led to a gradual decline in its comprehensive competitiveness in the market. The current generation of consumers demand for products are also more diversified, and they are no longer limited to single-product styles and prices. In addition, the usage scenarios of products have also undergone significant changes, and the single product structure of the PRADA Sustainable Series can no longer meet the actual needs of consumers.

4.2.2.2 Problems with Sustainable Price Strategy

4.2.2.2.1 Unreasonable Pricing Combination

The greater the symbolic value of a brand, the stronger its actual price premium ability, and its selling price will naturally be higher. In the new era, with the development and progress of technology and information technology, consumers' awareness and demand for brands are constantly increasing. Most customers consider holding fashionable products or luxury goods as a symbol of their status. Creating unique products that showcase brand style and make individual product connotations can stimulate consumers' desire to purchase. The reason for this is that these products

can reflect the pursuit of identity, status, and reputation. Moreover, the improvement of social living standards can enrich the material life of the people. Consumers will pay more attention to their dress code and taste and are willing to spend a lot of money to pursue enjoyment and quality. Naturally, they are more inclined to purchase fashion and luxury brands. For them, higher prices can better reflect their social status and economic ability so that premium prices can promote consumer consumption. These have become opportunities for the development of fashion brands, which is conducive to the orderly promotion of their various marketing strategies.

As an international, well-known fashion brand, PRADA has determined a high price strategy based on its own high quality and high-quality image. In consideration of market supply and demand, corporate strategy, consumer psychology, and behavior and other factors, to achieve the goal of Profit maximization, PRADA's slightly higher price strategy is very consistent with its own development goals.

In addition, based on a vertical comparison of the price of Hobo bags using recycled nylon fabric in the PRADA sustainable recycling series, the price has increased from 5750 yuan in 2019 to 10000 yuan, an increase of over 70%.

Table 4.12: Comparison of prices in different years

Product	Year	Price
Prada Re Edition 2000 Re Nylon recycled nylon Hobo	2019	¥5,400
Prada Re Edition 2000 Re Nylon recycled nylon Hobo	2022	¥9,250
Prada Re Edition 2000 Re Nylon recycled nylon Hobo	2023	¥10,000

According to statistics, Prada's Hobo handbag has become the most expensive luxury brand since 2019. The price increase strategy has undoubtedly been a powerful tool for luxury brands to ensure performance growth in recent years, especially after the 2020 pandemic. Rising prices can indeed bring higher economic benefits to the brand in a short period , but at the same time, it will also cause losses to some consumers. At present, some consumers have questioned the value of PRADA nylon series products, believing that nylon handbags are priced at over ten thousand yuan, exceeding the maximum threshold value of the product itself.

In addition, through investigation, we learned that 52.4% of respondents believe price is the main factor affecting whether they purchase sustainable series products. The price directly affects consumers' purchasing power. The high price and unreasonable Price system make the sustainable category lose its competitive advantage. For PRADA, how to scientifically coordinate the Price system based on its advantages and actual market conditions in the future development and marketing is the top priority.

4.2.2.3 Problems with Sustainable Place Strategy

4.2.2.3.1 Decentralized marketing places

The current issue of channel dispersion is one of the critical areas that PRADA needs to focus on. According to the survey results, most consumers mainly select off-line specialty stores and brand official websites to purchase products, and direct sales channels are the main channels for consumers to choose products. But at the same time, the proportion of PRADA products purchased through shopping apps, buyer stores, overseas purchasing agencies, and other means is also around 40%, not a minority.

In the marketing mix, an essential part is channel strategy, especially for fashion brands. Sales channels are the core part, and they are too dispersed, which is not conducive to brand maintenance and management of brand image and they cannot grasp consumer feedback and needs in the first place.

4.2.2.3.2 Poor correlation between online and off-line

The large-scale application of mobile internet devices and social media allows customers to interact with brands anytime and anywhere. Fashion brands should enhance their customer experience and conversion rate by improving the platform's usability, enjoyment, interactivity, personalization, and compatibility. Overall, fashion brands communicate and consult through online social and media outlets, allowing consumers to receive and participate in interactions as soon as possible, gaining a deeper and more convenient understanding of the brand and products, and increasing user stickiness. This is a perfect promotional tool. Off-line stores are equally important for brands like PRADA. Firstly, through investigation, it was found that off-line shopping for PRADA products is still the consumption habit of most Chinese consumers, and off-line stores are also the image symbol of the brand. However, at present, PRADA has a problem of poor conversion rate of consumption due to the lack of online and off-line interaction and coherence.

4.2.2.4 Problems with a sustainable promotion strategy

4.2.2.4.1 Promotion concept lacks innovation and features

Today's fashion marketers heavily rely on advertising as an essential means of brand communication. More and more fashion brands are exploring and experimenting with the possibilities of new media in online marketing, which not only collide with countless new concepts but also bring significant performance returns. However, many well-known brands, including PRADA, have had significant negative impacts due to poor control over their "heat." PRADA did not thoroughly analyze the Chinese market from the perspective of discovering and exploring consumer needs, resulting in the inability to meet consumer needs and achieve promotional objectives through reasonable promotional methods and content more efficiently. Therefore, PRADA should innovate more in sustainability and break through traditional promotional concepts.

In 2019, to improve the brand's profit margin and protect the brand image, PRADA announced the cessation of end-of-season product discounts and promotions for its stores. From a long-term perspective, reducing promotions and reducing wholesale channels can strengthen PRADA Group's control over distribution channels, enhance brand image, and have significant implications for the overall profitability of PRADA. However, it has also to some extent, marketed the brand's sales, which may lead to the problem of unsold products. How to ensure both the high-end brand image and sales volume of the brand is a problem that PRADA needs to solve today.

Secondly, PRADA did not develop personalized promotional strategies for sustainable consumer groups, resulting in poor promotional results for this series. Secondly, PRADA has not fully utilized digital marketing ways, such as social media and e-commerce platforms, and lacks innovative promotional methods to meet the needs of young consumers. According to the survey results, Weibo is the channel through which consumers receive the most information about PRADA's sustainable series, with 49.44% of consumers having seen relevant information on Weibo. Other platforms are relatively weak. As for the Weibo platform, as of now, PRADA has 2.84 million followers, Dior has 8.991 million followers, Louis Vuitton has 9.033 million followers, and Gucci has 3.823 million followers. Regarding the number of followers alone, PRADA's followers are significantly lower than other brands of the same level.

4.2.2.4.2 Spokesperson lack of sustainable characteristics

In recent years, most of the spokespeople of PRADA in China have chosen popular traffic stars, but they frequently "roll over" and become the target of public opinion attack. When a spokesperson encounters scandals, especially ethical issues, it is very easy to cause consumer loss.

Not only in China, but also globally, PRADA collaborates with artists who value the dimension of "traffic." For example, Prada officially promoted the brand ambassador in South Korea in 2023 as the newly appointed South Korean men's team ENHYPEN: Hunter Schafer and Scarlett Johansson have collaborated more in the shooting of advertising blockbusters in European and American countries in the past two years. Their addition undoubtedly brought more exposure to PRADA, but in terms of brand development in the sustainable field, their addition did not strengthen or deepen the promotion of the concept of sustainability.

Overall, PRADA currently has a strong commercial color in its tangible display and promotion, while the embodiment of sustainable concepts is relatively weak.

4.2.2.5 Problems with Sustainable Participant Strategy

4.2.2.5.1 Qualities and abilities need to be improved

The comprehensive quality and ability of service personnel need to be improved, one of the areas that PRADA's continuous marketing needs to pay attention to. The survey results showed that 55% of respondents said they would pay attention to the service attitude of service personnel when shopping, and 51.6% would pay attention to the professional abilities of service personnel. Therefore, these two aspects are of utmost importance. At present, the service attitude of luxury goods market sales personnel generally needs to be improved, similar to sales attitudes that are too indifferent, arrogant, or lack of professional ability leading to complaints often occurring. PRADA's training and management of sales personnel still need to be strengthened. Brands should develop more accurate and effective personnel recruitment and exercise plans, create a sales team with professional solid abilities, provide efficient and convenient services to consumers, and improve customer satisfaction. In the context of the new era, the market is undergoing rapid updates and the demands of consumers are also showing a diversified and complex trend. The professional skills of employees need to be strengthened. Whether training, assessment, and incentive mechanisms can adapt to more intense market competition is the content that major fashion brands, including PRADA, must pay attention to in their sustained marketing. If the personal training and development of employees are not in place, they naturally

cannot fully unleash their potential, this will directly reduce customer satisfaction and customer stickiness, which is not conducive to the sustainable marketing of the brand.

4.2.2.5.2 Lack of understanding of sustainability concepts

In addition, we found through our survey that only 18.4% of consumers said that when choosing sustainable products, service personnel would introduce sustainable value of the products, and most service personnel only introduced the style, pairing, and fabric performance of the products. From this, it can be seen that service personnel have insufficient understanding and introduction of sustainable series, which makes it difficult for most consumers to understand the social value of products from physical stores, directly affecting the transmission of brand-sustainable concept value to consumers. Therefore, brands should attach importance to the understanding and depth of service personnel on the sustainable concept of the brand.

4.2.2.6 Problems with sustainable physical evidence strategy

4.2.2.6.1 The concept of sustainability is weak

Firstly, in terms of the tangible display of stores, the concept of "sustainability" is not particularly prominent. Through visits to off-line stores in Beijing, Shanghai, China, and Bangkok, Thailand, firstly, the display windows outside the store did not reflect the concept of sustainability. Secondly, the sustainable products in the store were not concentrated to form a series display, and the relevant sustainable values were not reflected in the store. This makes it difficult for some consumers, who usually pay less attention to the brand, to understand the many contributions of the brand in the sustainable field when entering the store. According to the survey, we also learned that only 13.7% of respondents have clearly noticed PRADA's tangible displays related to sustainable series.

4.2.2.7 Problems with Sustainable Process Management Strategy

4.2.2.7.1 Insufficient interactivity in the process

The lack of interactivity in the service process is one of the aspects that PRADA's marketing strategy optimization needs to pay attention to. Digital marketing has become an essential means for modern enterprises to promote products and services,

and interactive services are a vital element in digital marketing. Interactive services refer to services that provide personalized, real-time, and personalized experiences to the audience through active interaction and participation. According to the survey, 50.6% of respondents expressed the hope that exclusive service personnel can help them choose their desired products, and 47.8% of respondents are also concerned about whether they can communicate with sales personnel.

From this, consumers still care about whether the service process of shopping at PRADA is enjoyable and has a sense of exclusivity. Improving the interactivity of the service process, especially the service process, is the key for PRADA to enhance customer satisfaction and sales performance. PRADA aims to create a comfortable and comfortable shopping environment for shopping experience and usage and provide professional brand services to customers. Of course, AI can also be used to create intelligent and fun shopping experiences.

4.2.2.7.2 After-sales service needs to be improved

In the era of rapid consumption, to quickly sell products, sales will do their best to sell products. However, they cannot effectively solve customer maintenance and after-sales problems. Although the brand can receive funding in the short term, the subsequent service is limited. In terms of incremental user conversion, relying solely on one consumption cannot bring long-term profits to the brand and can only gradually decline. There is a positive correlation between after-sales service and consumer satisfaction with offline and online stores. Therefore, in the current user-led consumption era, PRADA should pay attention to the issue of after-sales service to improve customer conversion rate.

4.3 Optimization for PRADA's sustainable marketing strategy

4.3.1 Optimize PRADA's Sustainable Product Strategy

4.3.1.1 Rich and sustainable series of products

Products are the core of the entire fashion and luxury goods industry, and PRADA still needs to upgrade in terms of the richness and innovation of sustainable products.

Currently, the PRADA sustainable product series only includes the recycled nylon series and the sustainable boutique jewelry ETERNAL GOLD series.

On the one hand, continuous updates are being made in the research and development of sustainable fabrics. In terms of sustainable fabrics, Gucci is more diverse by comparison. The sustainable fabrics used by Gucci not only include recycled nylon fabrics, but also high-end eco-friendly materials such as Demetra, which looks similar to genuine leather (an eco-friendly material without animal ingredients) and combines quality, softness, durability, and ecological concepts. The more sustainable materials can be used, the more diverse the types and styles of products that match them.

On the other hand, it is constantly expanding in style design and product categories. Currently, the products used for sustainable fabrics are mostly clothing and luggage, and in the future, footwear products can be launched. In addition, PRADA expanded its beauty line in August 2023, but the concept of sustainability is not reflected in the current beauty products found. In the future, a sustainable series of beauty products can also be launched, reflecting the sustainable perspective by using ingredients extracted from pure natural plants, recyclable and degradable packaging materials, and other forms.

Only by enriching the sustainable product line can consumers have more options and better respond to their needs.

4.3.2 Optimize sustainable price Strategy

4.3.2.1 Optimize product portfolio pricing

Fashion brands can determine a scientific and reasonable Price system, attract, and stimulate a large number of consumers to buy products, and promote the achievement of brand management goals through the study of consumer psychological prediction, cost and other factors. In fact, the pricing strategy of fashion brands is influenced by multiple factors, such as brand influence, appeal, product costs, marketing goals, customer acceptance, and price sensitivity.

Although PRADA's sustainable products are currently facing the problem of high pricing, as a mid to high-end luxury brand, PRADA cannot blindly reduce prices, which will shrink the brand's value, damage the brand image, and be detrimental to the long-term development of the brand. PRADA should maintain its high-end core products,

not lower prices, and avoid giving high-end consumer customers psychological hints of product depreciation.

Therefore, PRADA should distinguish the level of products and price positioning when formulating product prices and implementing the Pricing of the product portfolio.

As for the PRADA sustainable series, it should include both products and prices suitable for middle-class white-collar consumption, as well as products and fees suitable for the purchase of the gold collar population. For example, targeting white-collar customers, we have launched a relatively basic series, producing essential daily items such as jackets, shirts, T-shirts, jeans, etc. The pricing of related products should be relatively moderate, allowing more consumers to access the brand and increase sales. For high-end gold-collar customers, PRADA can design and produce high-end series products with more exquisite fabrics and styles, and appropriately increase prices. This not only meets the demand of high-end consumer groups for purchasing luxury goods, but also enables consumers to believe that purchasing brand products has "appreciation" space through appropriate price increases, stabilizing the brand's image in the minds of consumers. This strategy not only improves the product range, but also adapts to the diverse needs of consumers, which is conducive to expanding sales.

4.3.3 Optimize sustainable place strategy

4.3.3.1 Integrate direct sales places

Prada should adopt the limited distribution strategy and comprehensively integrate the direct marketing channels. In limited distribution, the more important point is to limit the number of distribution channels. Prada wants to further expand its market scale and gain international reputation, so it can adopt the sales mode of international distribution. Prada often exploits the market using agent sales when entering the Chinese market. Agents use the advantages of their store resources to conduct product marketing, and eventually develop into a mature retail network system combined with the development stage of fashion brands, their channels can be divided into two types: trusteeship and self-support. Limited distribution is the most essential channel strategy of fashion brands. Strictly controlling the number of stores or the entry standard of agents is also one of the ways to maintain brand uniqueness.

Table 4.13 Main place systems of fashion brands in the Chinese market

Place	Mode	Characteristics
Trusteeship	Brand - Agent or wholesaler - Consumer	Resource sharing, cost saving, and rapid entry into the market. Management is difficult and standards cannot be unified;
Self-operated	Brands – Self-operated stores - Unified consumer	Price image, easy to manage. Rising costs, slow expansion and greater challenges.

For fashion brands, we should not only firmly grasp the marketing channels in our hands, but also pay attention to the marketing experience of consumers. In the Prada sales process, the most common channel is brand-direct franchised stores, which are generally set up in commercial streets, shopping centers, and star hotels. It has many advantages. It can not only effectively unify the price and image, but also get the corresponding sales revenue. The mature Prada should shift its focus back to the layout of direct sales stores and create a perfect direct sales network.

PRADA limited distribution is also reflected in limiting the number of goods sold, that is, limiting the number of products will significantly increase the price of goods. Many international luxury brands' products will be limited in supply worldwide to reflect the unique identity and status of their owners. Hermes' Himalayan platinum bag is a well-known example. The annual supply volume does not exceed double digits, but it attracts tens of thousands of customers willing to spend sky-high prices to make their names appear on the waiting list. Prada should select classic items and appropriately reduce their supply to build momentum for the brand.

4.3.3.2 Integrate online and offline places

In the new era, consumers can purchase products through diversified channels, and online consumption has gradually become a vital Marketing channel of PRADA. Online platforms can not only provide consumers with brand information, but also enhance the interaction between PRADA and consumers. Although Chinese consumers are used to going to stores to experience and then purchase PRADA products, online information does have a significant impact on consumers' purchase decisions.

Therefore, PRADA should actively innovate the shopping model of physical retail stores, meet the diverse needs of consumers, and create diversified channels. For PRADA, it is not only necessary to proficiently grasp the advantages of traditional methods, but also to actively explore digital marketing, find more possibilities, make its own marketing chain more three-dimensional, and deepen the integration of the two, achieving the goal of further integration online and offline. The so-called consistency between online and off-line refers to the consistency between online and offline content, and the consistency of product quality and after-sales service standards. Only by forming a good reputation can they play a role in promoting each other, and the two should guide each other. Off-line promotion can drive customer groups to pay attention to PRADA's online marketing channels, such as brand official websites or mini programs, and online advertising can also attract customers to make purchases off-line, allowing consumers to choose the most suitable consumption method freely. PRADA also needs to fully leverage the functions of QR codes and mobile devices to better conduct mobile sales, effectively addressing the shortcomings of advertising placement, and fully utilizing online methods to effectively increase promotional effectiveness.

Analyzing customers who visit offline stores not only has abundant funds, but also places great emphasis on the shopping experience of retail stores. These customers enjoy obtaining product-related information through face-to-face communication. For such users, PRADA needs to upgrade its physical store and provide service training to sales personnel to provide a more consumer-centric store experience. At the same time, it can guide consumers to associate with official mini-programs, earn online points, and drive consumers to pay attention to the content of online channels. For customers who frequently purchase PRADA products online, most of them live affluent but busy lives. For such users, they can regularly promote the latest products by sending emails or apps, so that they can stay up-to-date with new product updates. In addition to sending them new product introductions, we should also pay attention to holding regular store experience and visit activities, so that consumers can go deep into them and have a Close encounter with the brand, laying the foundation for future consumption in stores.

4.3.4 Optimize sustainable promotion strategy

4.3.4.1 Innovative Promotional Forms

PRADA must clarify that promoting products through rebates and discounts can increase product sales in the short term. Still, long-term adoption of this strategy will affect the brand's "value" and be detrimental to the brand's long-term development. Therefore, PRADA should actively explore reasonable promotional methods that

stimulate consumption without affecting the brand image. For example, in the face of inventory pressure on unsold items, PRADA can irregularly organize ultra-low discount VIP and member-exclusive buying activities as feedback for VIP customers. This promotion has a negligible impact on the entire store and can also enhance the emotional bond between the brand and VIP. On the other hand, regular "old for new" promotional activities can be launched, and according to the survey results, 53.6% of respondents expressed the possibility of adding brand-specific recycling channels off-line. On the one hand, the recycling and utilization of old materials is in line with the concept of brand sustainability. Using old items to offset discounts encourages consumers to spend again on the brand, increasing customer stickiness.

In addition, by conducting a survey on the promotional methods that consumers are willing to participate in, the data is relatively equal, and there is no apparent trend, but the balance is generally high, all of which are above 50%. It indicates that people are not very concerned about which way to participate in Prada's sustainable promotion activities, as long as the content is rich and exciting, it can attract consumer participation. Therefore, PRADA should enrich its forms and strengthen consumers' attention to the concept of brand sustainability.

4.3.4.2 Innovate the choice of spokesperson

The selection of sustainable spokespersons should not be solely measured by fame, but also by their sense of social responsibility and contributions to ecological civilization. Not only can it expand the visibility of sustainable series products among environmentalists, but it also makes the sustainable value of products more convincing. In the questionnaire on spokesperson selection, there is a positive correlation between celebrities, environmentalists, KOLs, and ordinary people, so all four groups of people are recognized by consumers. Therefore, not only stars, but also well-known environmentalists, KOLs, and ordinary people can serve as spokespersons for this series.

4.3.5 Optimize Sustainable Participant Strategy

4.3.5.1 Optimize recruitment and training mechanisms

PRADA needs to adjust its talent recruitment mechanism based on the actual market situation and talent situation. Firstly, management talents are the top priority of PRADA's talent team, and their abilities have a significant impact on the brand's

development in the market. For talents with rich management experience in the luxury and fashion industries, PRADA should introduce talents through multiple channels. However, the development of luxury related majors in universities is not yet mature, especially in China. For professional talents who need to be recruited globally, especially young designers with creative and international perspectives, PRADA should focus on introducing them. For sales talents, the focus is on maintaining sales experience and customer resources, but at the same time, relevant personnel need to have strong learning abilities. PRADA should actively establish a talent recruitment mechanism that matches the brand, based on the market, and recruit globally to ensure the brand's talent reserve.

After recruiting excellent talents, brands also need to provide comprehensive training to help newcomers quickly understand the brand, understand the sustainable concept of the brand, and enter a working state. At the same time, a sound training system can help company employees solve some practical problems. In addition to enhancing the professionalism of employees' work, training mentors can also provide career development suggestions based on their actual situation, helping employees achieve their own work value and life value. PRADA's training system should run through all aspects of sales, involving multiple departments. A comprehensive training system can motivate employees to constantly explore themselves, keep the brand up-to-date and maintain vitality.

For fashion brands, the professional abilities, professional qualities, and marketing awareness of marketing personnel have a significant impact on the internal management and performance of the brand. Marketing personnel with strong professional abilities can effectively reduce the personnel management costs of the brand. Therefore, PRADA needs to attach importance to service talents, strengthen learning and training, formulate service standards, and improve the service awareness and comprehensive quality of marketing personnel. In response to the issue of insufficient comprehensive introduction of PRADA sustainable products by sales personnel, the brand can strengthen professional training in this area, gradually change and enhance the sustainable knowledge and awareness of business personnel, gradually achieve service professionalism, terminology professionalism, and awareness professionalism, and create a professional marketing team that can fully represent the brand image of PRADA. At the same time, after the company has organized relevant training and learning, corresponding assessments and spot checks should be conducted in the future to verify the effective results of the training. At the same time, organize and analyze everyone's assessment performance to prepare for the next targeted training. The construction of PRADA training system should be combined with the career

development of employees, reducing personnel turnover while cultivating senior employees for brand development, and improving employees' personal sense of belonging and self-worth.

4.3.5.2 Emphasize customer relationship management

In the context of sustainable consumption patterns and new marketing environments, customer relationship management is particularly crucial. PRADA should pay special attention to accumulating user resources, accurately identifying and mastering its own users, and establishing the most direct relationships and connections with them. By strengthening customer relationship management, PRADA store managers and marketing personnel can interact well with consumers and timely grasp the changes in consumer needs, thereby targeted and continuous improvement, improving product design and service levels, and increasing consumer satisfaction with the brand. PRADA can strengthen its relationship maintenance with consumers by starting from the following aspects: firstly, strengthening the relationship maintenance of VIP members who have already joined, and continuously enhancing user loyalty and stickiness. Consumers' consumption decisions are easily influenced by the surrounding circles. If the advantages of existing VIP word-of-mouth communication can be fully utilized, strong brand competitiveness can be formed. At the same time, VIP clubs can regularly carry out theme activities to give back to VIPs every year; The second is to strengthen the relationship management of potential users. PRADA should always pay attention to information exchange with potential customers, promptly and professionally solve various doubts of potential customers, continuously gain recognition and trust from potential customers with professional technical quality and high-quality services and strive to effectively transform potential customers.

4.3.6 Optimize physical evidence strategy

4.3.6.1 Strengthen store visual marketing

In response to the current situation where PRADA stores lack tangible display of sustainable concepts, brands should strengthen their visual marketing and actively create brand flagship stores that are unique to the sustainable market.

For example, in the store, "sustainable" areas can also be distinguished, and individual items using sustainable materials can be displayed separately. At the same time, video walls or devices can be used to display the process of material recycling

and reproduction. On the one hand, it strengthens the sustainable attributes of the product, and on the other hand, it enables consumers to obtain more satisfaction in fulfilling their social responsibilities in the process of sustainable consumption.

In addition, a flagship store with the theme of "sustainability" can be set up in a certain region, covering all products of PRADA's sustainable series, including recycled nylon ready-to-wear and bags, sustainable boutique jewelry ETERNAL GOLD series, etc., to comprehensively showcase the brand's contribution to sustainable development and strengthen the brand's image in the minds of consumers. A themed store like this is not only a sales point for the PRADA brand, but also a venue for the brand to showcase its sustainable image.

4.3.6.2 Innovative forms of sustainable physical evidence

Cultural tour refers to inviting customers to visit the themed exhibition space, helping them further understand brand culture and concepts, highlighting the image and charm of the brand, deepening customers' understanding of the brand, and achieving the purpose of brand cultural display. This method is suitable for PRADA to convey sustainable brand concepts to the public. Including fashion products such as products and documentaries. The information conveyed by fashion products is not just a commodity, but rather a social and cultural aspect. PRADA can choose sustainable connotations as basic marketing selling points, or endow products with unique added value, creating a unique spiritual and cultural enjoyment for consumption, and showcasing the social responsibility behind the brand.

In addition, PRADA can continue to actively try various forms of brand pop up stores, which is also a commonly used promotion form for luxury and fashion brands. For PRADA, temporary theme stores and flash stores have much lower costs compared to formal stores. At the same time, they also have many advantages such as high drainage, fast effectiveness, and easy mobility. They are a creative promotion method that can concentrate manpower, material resources, and financial resources in a short period of time. Therefore, PRADA should actively try to establish multi themed flash stores to enhance the contact and connection between the brand and target consumer groups.

4.3.7 Optimize PRADA's sustainable process management status

The services of fashion brands will have a direct impact on consumers' shopping experience, and good services will greatly enhance customers' shopping experience. From the current services provided by PRADA, although consumers are generally satisfied, they believe that PRADA's services tend to be traditional and lack novelty. If PRADA can optimize its service process in a timely manner based on the current market environment and leverage the power of technology, it will greatly enhance customers' shopping experience. The classic service process is mainly divided into three stages: pre-sales, sales, and after-sales, each of which has varying degrees of impact on customers' shopping experience.

4.3.7.1 Optimization of pre-sales service process

Firstly, a good pre-sales service experience is the beginning of attracting customers to enter the store for consumption. Only by doing a good job in the pre-sales process can we ensure the customer's subsequent experience and facilitate sales conversion. Through research, it has been summarized that PRADA currently provides pre-sales services in two aspects: online and offline channels. In terms of offline channels, the specific pre-sales process includes: store display, employee makeup and appearance, and spiritual outlook. The online pre-sales process includes: official mini program search interface, product browsing interface, online advertising push, etc. To optimize pre-sales services, PRADA can be achieved through some technological means. Specifically, online channels allow brands to design and adjust their pages based on backend data analysis of current product views and the number of pre-sale products added to the wish list. For the top ten sales items in the backend data statistics, a link can be added to facilitate some purposeful customers to directly enter the product information introduction and purchase interface through the link, without the need to search for the products they care about in a pile of product series, greatly improving customer purchasing efficiency; In terms of offline channels, customers' touch rate can also be calculated by installing touch chips on products to guide store display. While displaying according to the series and ensuring the overall display style of the store, a portion of the area is reserved for dedicated display of best-selling items, allowing customers to easily see some current trends in the store.

4.3.7.2 Optimization of in-sales service process

PRADA needs to use modern technological means to optimize the in sales service process and meet the diverse service experience of consumers. Specifically, PRADA needs to use big data to mine customer needs during the sales process. By analyzing the various behavioral behaviors of consumers upon arrival at the store, collecting information about different consumers' touch products and their stay time, and using algorithms to quickly match customer preferences, PRADA can recommend products and services to customers in a targeted manner to improve their shopping experience.

PRADA's various stores need to launch more intelligent devices and upgrade some intelligent wearable devices, such as providing VR glasses. Customers can directly view all product information, including product combinations and design processes, by scanning product chips. This to some extent replaces the function of sales consultants, and even surpasses them. Through this series of intelligent upgrades, the entire in sales shopping experience has become more interesting, which is also in line with the shopping habits of PRADA's emerging consumer group, greatly improving their shopping experience, and optimizing the brands in sales service process. Through interactive services like this, brands can enhance user engagement, establish personalized connections, enhance brand affinity, and spread brand reputation. Brands can enhance user engagement and loyalty to the brand and enhance the effectiveness and efficiency of digital marketing.

4.3.7.3 Optimization of after-sales service process

Finally, the after-sales process is an important part of PRADA's efforts to achieve customer repurchase and fission. Therefore, PRADA should strengthen the introduction of product usage guidelines and maintenance explanations during the sales process, and inform customers in advance of the product's expected management precautions. And these tasks can be carried out through intelligent assistants. From the moment customers purchase products, their subsequent maintenance information has been entered into the intelligent system, which regularly reminds customers and provides them with scientific maintenance reminders and management services. On the other hand, PRADA can enhance the frequency and methods of after-sales maintenance before reaching the customer complaint stage. Many times, brand after-sales maintenance is a routine, and customers also take care of it. But if we can enrich our inquiry and communication methods in the after-sales process, so that customers can feel the brand's care and importance towards them, the effect may be different. For example, when there are some themed activities and you learn that customers have

purchased similar products, you can ask if there is a need to experience maintenance courses at the store. In addition, PRADA has a very large customer base, with a significant proportion of emerging entry-level customers. In order to better improve the quality and efficiency of after-sales service, PRADA can categorize problems and organize them that can be completed through intelligent assistants, thereby releasing human resources to solve more important problems and refining service to key customers.

Overall, relying on technology to improve PRADA's service processes before, during, and after sales, while providing personalized services to enhance customer experience, is the key to PRADA's optimization service strategy.

Chapter 5 Conclusion

The current sustainable consumption model is prevalent, and China's fashion and luxury goods market is in a transitional stage. Major international brands are constantly adjusting their strategies. PRADA's existing sustainable products lack competitiveness, the price system needs to be adjusted, channels need to be dispersed and integrated, promotion results are not ideal, personnel professional abilities need to be improved, sustainable tangible display is not in place, and service process interactivity is not strong... In the context of sustainable consumption model, Establishing a strong marketing awareness and clarifying its market position is the key to PRADA's future successful marketing in the sustainable field.

In the future, PRADA should combine the 7PS marketing theory, focusing on optimizing sustainable marketing strategies from several aspects such as products, prices, channels, promotions, personnel, tangible displays, and processes. Attract consumers with differentiated and design based products, enrich sustainable product lines, and actively create popular and classic products, attempting diversified cross-border cooperation to enhance brand competitiveness. PRADA should adhere to the high price strategy and coordinate prices well. Integrating marketing network channels, actively innovating promotional content and forms through the integration of online and offline channels, creating a sustainable brand image, actively optimizing service processes, improving the brand's comprehensive market competitiveness, and laying the foundation for PRADA's future development in the sustainable field.

The research results of this article supplement the marketing strategies of fashion brands in the sustainable field. Taking PRADA as an example, combined with consumer expectations, the marketing strategies formulated under the background of sustainable consumption patterns are analyzed and studied. The research in the article has certain reference significance for the development of fashion brands in the sustainable field, filling the gap in the current academic research on sustainable marketing strategies for fashion brands.

The success of this study provides feasible ideas for the future development of PRADA in the field of sustainability. Sustainability is a transformation model that many fashion brands are currently facing, and this article also provides a large framework for such brand transformation. In the future, research on marketing strategies in the sustainable field can be more in-depth and detailed, investigating and studying how consumers respond to each brand strategy.

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Appendix (Questionnaire)

PRADA Sustainable marketing situation research

Dear Mr. / Madam,

shalom! In order to fully understand the current situation of PRADA sustainable marketing and the main problems, this questionnaire survey. This questionnaire is anonymous, and the results are only used for academic research. Please fill in the questionnaire according to your actual situation. Thank you for your participation and support. Thanks!

① Investigation of the basic information

1. Your gender is:

- A. Male
- B. Female

2. Your education background is:

- A. High school and below
- B. Junior college, undergraduate course
- C. Graduate student or above

3. Your age is:

- A. Under 20
- B. 20-30 Years old
- C. 31-45 Years old
- D. 46-60 Years old
- E. Age 61 and over

4. Your annual after-tax income is:

- A. Under 100,000 yuan
- B. 100-200,000 yuan
- C. 200-500,000 yuan
- D. 50 million-1 million yuan
- E. More than 1 million yuan

② Fashion product consumption and marketing effect survey

1. Whether you are willing to increase the premium for the sustainable value of the product

willing to do that	be willing	neutrality	under protest	Very reluctant

2. Does ordinary shopping give priority to the impact on environmental resources?

- A. often
- B. once in a while
- C. never

3. Whether you will actively search for and follow the PRADA sustainable series of products

- A. Often pay attention to
- B. Occasionally pay attention to
- C. Never pay attention to

4. What is the priority factor when choosing sustainable products.(multiple choice)

- A .value of environmental protection
- B .degree of comfort
- C . Sustainable concept
- D. Fabric attributes
- E. Design appearance
- F. price

5. Whether you want to gain recognition from others after consuming a sustainable series of products

- A . It is a spontaneous behavior, without being recognized by others
- B. I want to get approval from others
- C. Looking forward to being recognized by others

6. What have you heard of in the PRADA sustainable series:

- A . Nylon regeneration series
- B . Renewable gold series
- C . I haven't heard of it

7. Your expectations for the future of PRADA sustainable products are (multiple options):

- A. The development of innovative and sustainable fabrics
- B . Have a more fashionable design and collocation
- C . Enrich the product line, and make more diversified product choices
- D . Launched cross-border joint-name series, artist cooperation series
- E . Launch of small electronic or virtual products

8. The acceptable price of PRADA shoes is:

- A.3000-5000 yuan
- B. RMB 4,000- -RMB 6,500 yuan
- C.5000-8000 yuan

9. The acceptable price of PRADA handbags is:

- A. Below the RMB 10,000 yuan
- B.10000-17000 yuan
- C.17,000- -24,000 yuan
- D. Over 24,000 yuan

10. The acceptable price of PRADA clothing is:

- A.2,000- -180,000 yuan
- B. RMB 3,500- -RMB 26,000 yuan
- C. RMB 5,000- -RMB 30,000 yuan

11. Which channel do you mainly purchase PRADA products through (multiple choices):

- A. specialty stores

B. Brand official website

C. overseas shopping representative

D. shopping APP

E . Buyer shop

F stars, web celebrity live broadcast

12. Your satisfaction with the current PRADA online store

	Very satisfied	satisfied	neutrality	discontent	Very dissatisfied
product exhibition					
Style update speed					
Customer service					
after-sale service					
Overall satisfaction					

13. Your satisfaction with the current PRADA offline stores

	Very satisfied	satisfied	neutrality	discontent	Very dissatisfied
commodity					
environment					
serve					
customer service					
ensemble					

14. Do you agree to increase the low discount channel of old clothing recycling in the store?

Very much agree	agree	neutrality	disagree	Very disagree

15. From where you have received information about PRADA sustainability (multiple options)

- A. PRADA official website
- B. Wechat public account
- C. microblog
- D. news
- E. off-line activity
- F. Star, KOL web celebrity
- G . Never noticed

16. Willing to participate in PRADA sustainable-related promotion activities:

willing to do that	be willing	neutrality	under protest	Very reluctant

17. What form of PRADA sustainable promotion are you likely to participate in: (multiple options)

- A . Charity and public welfare activities
- B . Environmental protection lecture
- C . Brand sustainable theme exhibition
- D . Brand sustainable theme VIP private dinner

E . Sustainable fashion shows / static shows

**18. You would prefer the spokesperson choice of PRADA regeneration nylon series:
(multiple choice)**

	Very much hope	hope	neutrality	not wish	Very unhopeful
star					
Well-known environmentalist					
Net advisor					
average people					

**19. What aspects do you pay more attention to about the exclusive service
personnel (multiple options):**

- A. professional ability
- B. attitude towards customers
- C. have a swift response
- D. Whether to chat
- E. after-sale service
- F. Help customers to buy their favorite products

**20. What depth did you introduce to the sustainable series of products during the
shopping process?**

- A . Introduced the style of the related products

- B . The fabric performance is introduced
- C . Introduced the source of fabrics
- D . Introduce the sustainable value of the product
- E . Didn't know

21. Have you ever noticed any presentation related to the sustainable series in the store?

- A. have
- B. not have
- C. No special attention, not clear