

Analysis of Marketing Strategy Optimization of Textile Enterprises

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Abstract:

This paper focuses on the optimization of marketing strategies of traditional textile enterprises, aiming to provide practical marketing strategy improvement solutions for textile enterprises through in-depth research on the current situation and development trend of the market. In terms of research background, the current textile industry is facing many challenges such as weak market demand, rising costs, and intensified international competition. The research theme revolves around how to optimize the marketing strategy of textile enterprises to enhance their competitiveness and market adaptability. In terms of research methods, literature review and case analysis are comprehensively used. The results show that textile enterprises need to formulate comprehensive marketing strategies from product innovation, channel expansion, brand building, price strategy and customer relationship management. For example, textile enterprises have successfully doubled their foreign trade sales by optimizing the foreign trade market and increasing investment. In addition, companies need to pay attention to emerging trends such as environmental protection, sustainability, and personalization to meet the increasingly diverse needs of consumers. The research conclusion points out that by optimizing marketing strategies, textile enterprises can enhance their competitiveness and achieve sustainable development in the fierce market competition.

Keywords: Product innovation, channel expansion, price strategy, comprehensive.

1. Introduction

In the current competitive market environment, textile enterprises are facing many challenges and opportunities. In 2024, the textile industry as a

whole will show a steady growth trend, but at the same time, it is also facing challenges such as weak international market demand and complex trade environment [1]. In order to stand out in the fierce market competition, textile enterprises need to con-

tinuously optimize their marketing strategies and enhance their competitiveness and sustainable development capabilities. Through an in-depth analysis of the market status and development trend of the textile industry, this paper discusses the optimization path of the marketing strategy of textile enterprises. In recent years, with the advancement of science and technology and the change of consumer demand, the development trend of the textile industry has also undergone significant changes. Green manufacturing and environmental protection have become an important development direction, intelligent and automated production has gradually become popular, the trend of internationalization and diversification is obvious, and innovation and cooperation have become the key forces to promote the development of the industry. In addition, personalization and sustainability have also become the focus of consumers' attention. These trends provide new development opportunities for textile enterprises, but also bring new challenges. As an important pillar industry of the national economy, the textile industry has a huge market scale, covering spinning, weaving, dyeing and finishing, printing, garment production and other links. In 2024, with the support of national macro policies, the overall operation of the textile industry will be good, and the industrial added value, operating income and total profit of enterprises above designated size will all achieve year-on-year growth. However, with the changes in the global economic situation and the intensification of market competition, textile enterprises need to continuously optimize their marketing strategies to adapt to market changes and enhance their competitiveness. The research in this paper provides practical suggestions for textile enterprises to optimize their marketing strategies, which will help them enhance their competitiveness and achieve sustainable development in the fierce market competition. By optimizing marketing strategies, textile companies can not only better meet consumer needs, but also maintain a competitive advantage in a complex and volatile market environment.

2. Problems and Challenges Faced by Traditional Textile Enterprises

2.1 The Shrinking Market Demand

The market demand is stable, the market is close to saturation and the competition is intensifying. The main problem faced by traditional textile enterprises is the shrinking market demand. In recent years, the uncertainty of the global economic situation has suppressed consumers' willingness and ability to spend, and the demand for products such as clothing has also decreased. In 2024, the total retail sales of apparel goods for units above designated size in China will reach RMB1,071.62 billion, a year-

on-year increase of only 0.1%, and the growth rate will be 15.3 percentage points slower than that of the same period in 2023.

The intensification of market competition is also an important challenge faced by traditional textile enterprises. With the rise of emerging countries such as Southeast Asia and India, these regions have gradually seized some market share due to their low labor costs and preferential trade policies. For example, in 2024, due to factors such as the adjustment of customer demand structure and the intensification of industry competition, Jihua Group will make impairment provisions for inventory with impairment losses, resulting in huge losses.

2.2 Raw Material Price Fluctuations and Rising Costs

Traditional textile enterprises are highly sensitive to fluctuations in raw material prices. The instability of the price of raw materials such as cotton and chemical fiber makes enterprises face many risks in the procurement and production process. When the price of raw materials rises, the production cost of the enterprise increases, and the profit margin is compressed; When the price of raw materials falls, the inventory value of the enterprise decreases, and it is necessary to make provisions for price decline, which will have a direct impact on the profits of the enterprise.

In addition to the fluctuation of raw material prices, the continuous rise in labor costs is also an important problem faced by traditional textile enterprises. In recent years, with the changes in the labor market, the labor cost of the textile industry has been increasing. At the same time, the young workforce is more willing to work in emerging industries, resulting in a shortage of talent in the textile industry.

2.3 Environmental Pressure and Sustainable Development

With the improvement of environmental awareness, countries have increasingly strict environmental protection requirements for the textile industry. As a traditional industry with high energy consumption and high emissions, the textile industry is facing huge environmental protection pressure. Enterprises need to reduce pollution and conserve resources in the production process, which undoubtedly increases the operating costs and technical difficulties of enterprises [2].

The increasing consumer demand for environmentally friendly products has prompted textile companies to pay attention to green production. Enterprises need to invest more money in pollution control and energy conservation and emission reduction, which increases production costs.

2.4 Insufficient Technological Innovation and

Lagging Brand Building

Traditional textile enterprises are relatively lagging behind in technological innovation, and the overall technical level still needs to be improved. For example, in 2024, the application rate of intelligent equipment in China's textile industry will only be 20%, while in developed countries it has reached more than 50%.

There are few well-known domestic textile brands, and compared with international brands, the market influence is weak. For example, in 2024, Heilan Home will introduce big data analysis to achieve precision marketing and supply chain optimization, and improve the market competitiveness of the brand. However, most traditional textile enterprises still lack brand awareness, and the investment in brand planning, design and development and marketing is insufficient.

2.5 International Trade Frictions and Market Instability

In the context of the rise of global trade protectionism, China's weaving industry is facing new opportunities and challenges. Some developing countries have relied on the advantages of factor costs and preferential tariffs granted by developed countries to continuously expand the supply scale of end products and vigorously improve the supporting industrial chains [3,4].

The uncertainty of international market demand has also brought challenges to textile enterprises. For example, in 2024, the total export value of textiles and apparel in the world will decrease by 6.3% year-on-year, and sluggish demand and insufficient orders have become a real problem facing the global textile supply chain.

3. Analysis of the Existing Marketing Strategies of Textile Enterprises

3.1 Product Innovation

3.1.1 Insufficient product innovation

Traditional textile companies often lack in-depth analysis of market trends and fail to fully understand the changes in consumer demand [5]. For example, consumer demand for green, sustainable textiles has increased as environmental awareness has increased, but many companies have failed to adjust their product strategies in a timely manner. In addition, the company's analysis of competitors is not deep enough, resulting in a disadvantage in the market competition.

3.1.2 Serious homogenization of products

Some textile enterprises lack product innovation and serious product homogeneity. For example, some companies

still focus on traditional cotton spinning products, and lack the development of functional and personalized products. This makes it difficult for enterprises to be competitive in the mid-to-high-end market and meet the diverse needs of consumers.

3.1.3 Insufficient application of technology

Textile enterprises in the application of technology shortcomings, especially the lack of independent innovation ability, structural contradictions and other aspects. These deficiencies have had many adverse effects on business operations, such as product homogeneity, overcapacity, raw material shortages, high energy consumption, high environmental pressure, and increased legal risks. In order to enhance the competitiveness and sustainable development ability of enterprises, textile enterprises need to increase R&D investment and improve independent innovation capabilities; Textile enterprises can optimize the production capacity structure and increase the added value of products; textile enterprises can also strengthen resource conservation and environmental protection transformation to reduce production costs.

3.2 Channel Expansion

3.2.1 Channel management lags behind

In terms of channel management, many textile enterprises rely on traditional wholesale and retail channels, and under-exploit and utilize online channels [6,7]. For example, some companies do not take full advantage of emerging channels such as e-commerce platforms and livestreaming, resulting in limited market coverage. In addition, enterprises also have deficiencies in channel integration and collaboration, and fail to form an effective omni-channel marketing model.

3.2.2 Insufficient expansion of online channels

Traditional e-commerce platforms are under pressure as a whole, and the Douyin channel maintains a high growth rate [6,8]. From January to October 2023, Tmall clothing sales fell by 5.1% year-on-year, JD.com clothing sales decreased by 19.7% year-on-year, and Douyin clothing sales increased by 61.4% year-on-year. This shows that online channels, especially emerging channels, have great potential, but many traditional textile enterprises have failed to fully seize this opportunity [8-10].

3.2.3 Insufficient integration of offline channels

In terms of offline channels, enterprises need to optimize the channel structure and improve the operational efficiency of single stores [7,9,10]. For example, by optimizing channel quality, Bosideng focused on "improving the quality and efficiency of single-store operation", improving terminal image and channel efficiency, and concentrating resources to build "top stores" to improve single-store

operation capabilities. However, many companies have not done enough in this area and have failed to take full advantage of offline channels.

3.2.4 Weak areas of cross-border cooperation

Compared with other industries, it is difficult for the textile industry to achieve cross-border cooperation, and it is impossible to achieve sales promotion methods such as celebrity endorsements to increase sales, and these areas need to be further expanded.

3.3 Price Strategy

3.3.1 Single price strategy

Textile enterprises often lack flexibility in price strategy, and mostly use traditional cost-plus pricing or market-oriented pricing. This single price strategy is difficult to adapt to changes in different market environments and consumer demand, resulting in enterprises being at a disadvantage in market competition.

3.3.2 Price does not match value

Some companies fail to fully understand the relationship between product value and price, resulting in a mismatch between price and product value. For example, some high-end functional textiles are difficult to be accepted by the mass market due to their high pricing, and the premium is too serious; Some low-end products are too low to reflect their value.

3.3.3 Insufficient dynamic pricing capabilities

In the context of fluctuating market demand and intensifying competition, enterprises need to have dynamic pricing capabilities and adjust prices in a timely manner according to market conditions. However, many traditional textile enterprises lack the ability to flexibly adjust prices according to market demand and competitive situation.

4. Suggestions for Optimizing the Marketing Strategy of Textile Enterprises

4.1 Marketing Strategy of the Product

First of all, enterprises should focus on product innovation, pay equal attention to functionality and comfort, and develop products that meet both functional needs and wear comfort [5]. For example, enterprises have developed textiles with health care functions and green textiles to meet consumers' pursuit of health and environmental protection [2]. Secondly, it can be personalized design, using unique design concepts and materials to provide consumers with personalized products. For example, through customized services, consumers are involved in product design to meet their pursuit of personalization. Enterprises should also pay attention to green environmental protection, pay

attention to the environmental performance of products, use environmentally friendly materials and processes, and reduce the impact of products on the environment. For example, using recyclable or biodegradable materials reduces the environmental footprint of products. Then enterprises can also develop various forms and styles of textiles according to market demand to meet the needs of different consumers. For example, for different seasons and occasions, the development of clothing and home textile products. Finally, enterprises can also carry out serial design, serial design of products, form a complete product line, and improve the market competitiveness of enterprises. For example, the enterprises can develop a collection with a certain theme or style at its core to enhance brand recognition.

4.2 Channel Expansion

First of all, enterprises can expand online channels and use online channels such as e-commerce platforms and social media to expand online sales [6-10]. For example, by opening an official online store and participating in promotions on e-commerce platforms, enterprises can increase brand's visibility and sales online. Secondly, it can also expand offline channels, through offline channels such as physical stores and wholesale markets, to expand offline sales. For example, opening a branded store to provide more direct customer service and experience. Enterprises can then carry out cross-border cooperation and cross-border cooperation with enterprises in other industries to achieve the expansion of product sales channels [9]. For example, partnering with home furnishing brands to incorporate textiles into home décor and broaden sales channels. Finally, enterprises can also expand internationally, actively participate in international exhibitions, and expand the international market. For example, by participating in international exhibitions such as the Frankfurt Home Textiles Fair, more international orders and cooperation opportunities can be obtained [3,4,7].

4.3 Price Strategy

First of all, enterprises should be cost-oriented to set prices, and determine prices based on product costs plus expected profits, which is suitable for situations where costs are relatively stable. For example, for a product with good cost control, this strategy can be used to ensure profits. Secondly, enterprises should be competition-oriented to set prices, and set prices according to competitors' prices to maintain market competitiveness. For example, for similar products in the market, a competitive price point is determined through research. Then the company should also be demand-oriented to price, according to market demand and consumers' perception of the value of the product to price, suitable for products with high brand influence. For example, for products with unique designs or high added

value, this strategy can be employed to increase the price. Then companies have to follow a psychological pricing strategy

Companies can engage consumers with specific price settings, such as mantissa pricing, bundle pricing, and more. For example, by setting the price of a product at \$9.99 instead of \$10, companies can use consumers' expectations to boost sales. Finally, companies need to dynamically price, use big data and market analysis, adjust prices in real time, optimize inventory management, and improve customer satisfaction and profit margins. For example, companies can dynamically adjust product prices based on seasonal changes in demand or inventory availability.

5. Conclusion

There are many marketing strategies in the textile industry, first of all, relying on traditional physical stores for offline sales, and covering the market through distributors and retailers. The companies can participate in textile exhibitions at home and abroad, displaying products, and expanding customer resources. Internet marketing is also a very important share, using e-commerce platforms for online sales, such as Taobao, JD.com. The companies can promote brand and products through social media platforms such as WeChat, Weibo, Douyin. The companies can produce and publish high-quality textile-related content, such as blog posts, videos, to increase brand awareness. The companies can personalized customized marketing: providing personalized customized services to meet consumers' needs for personalized products. In terms of brand building, through Internet marketing and social media promotion, the brand's popularity and influence have been enhanced. The companies provide personalized customization services to enhance the competitiveness of the brand. In the market, through the combination of e-commerce platforms and physical stores, the market coverage has been expanded. Cooperation with other industries has opened up new market segments. Despite this, there are still some shortcomings, the marketing channels are relatively single, and some companies are overly reliant on traditional channels, such as physical stores and exhibitions, and underutilize emerging channels. The companies are insufficient in brand building and lacked of brand awareness. Customer relationship management is insufficient, and some enterprises lack an effective customer data management system and cannot make full use of customer information for precision marketing. The textile industry has shown strong resilience and adaptability in recent years, and the overall economic operation situation has remained stable, and the main operating indicators have continued to rise. Challenges for the industry include volatile raw material prices, rising labor costs, and increased market competition, but there are also potential oppor-

tunities for technological advancements, environmental trends, and emerging market demands. The marketing strategy of the textile industry is different due to the differences between the B-end and C-end markets, and the overall pattern of coexistence of traditional channels and digitalization is presented, but there are serious problems such as homogenization, insufficient efficiency, and weak data application. This study clearly points out that there are still defects in the textile market in the four areas of product innovation, channel expansion, price strategy and comprehensiveness, and there is the possibility of further development, which points out the direction of improvement in this part of the field for textile enterprises and puts forward suggestions for cocoa implementation, so as to help textile enterprises enhance their competitiveness and achieve sustainable development in the fierce market competition. The specific market of various textile enterprises obtained in this study can only be summarized and analyzed through the general status quo, and the marketing strategy analysis of different textile industries can be further carried out on the basis of this study in the future.

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