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Application of experiential marketing in the system of apparel store

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ABSTRACT

With the deepening of brand in the domestic apparel industry, capital operation has become the inevitable trend. On the one hand, Enterprises has stabilized channel competitiveness, on the other hand, the enterprises has strengthened the construction of "specialization terminal stores" actively, seeking for stable market share. Setting up terminal retail system with information management, professional marketing, on the one hand, can provide enterprises with real, rapid market data, and help enterprises to establish scientific mechanism of rapid response, easing distribution and inventory problem; On the other hand it also can effectively promote the brand image and enhance the vitality of brand market. With the improvement of clothing brand degree, in the brand era, how to let consumer experience brand culture fully and cognize connotation of the brand becomes the key of the enterprises to win. Apparel stores is the eyes of the clothing brand culture, and it is an important place to fully display clothing, explain clothing design, show the enterprise business philosophy and attract the target consumers. Experience has promoted the emotion and value of brand culture to consumers. So how to highlight the brand value, build consumer brands and feel experiential stores will be the most effective marketing strategy.

KEYWORDS

Apparel store; Experiential marketing; Brand; Application.



INTRODUCTION

Chinese brand clothing enterprises are mostly restructuring from production and processing enterprises and business companies. In the past 15 years these enterprises have mainly carried out the construction of the channel and market competition, it was a special period of development of China's garment industry - the channel completion has become the first element to the brand development. As the construction of domestic clothing brand and the entering of the foreign brands, modern clothing brands shall not merely provide consumers with clothing product itself, but a kind of values and way of life. Many brands have experienced multiple transition stage including dealers join, franchise and virtual management. The enterprises which control the channels effectively have made great development, and have become the domestic well-known brands in this category clothing such as Shanshan, Ordos, Youngor, white-collar, Exception, Aimer, and so on. When domestic clothing brand has the brand identity in the Chinese mind, and the enterprises has increased brand promotion work, in which the most effective way is to strengthen the terminal management, especially to strengthen the research and development of marketing methods.

This paper, from the development of clothing retail terminal, analyzes the "field" environment of perceptual knowledge rationally, and through the analysis, the important influence of experiential marketing in the terminal markets has elaborated. And a fuzzy evaluation model has established initially.

THE PROMOTION OF CONSUMER CONSUMPTION ABILITY, AESTHETIC ABILITY IS THE MAIN BODY OF DECIDING EXPERIENCE

The above discusses that the retail terminal construction will be one of the key to enterprise development, now we will analyze the influence of the consumer's changes on the terminal construction.

The change of consumers mainly comes from the two aspects:

Firstly, the percentage of the consumption population increased. According to the statistics of the United Nations, the baby boom generations in the 1960s and 1970s have entering the golden age of consumption. The year from 2000 to 2015 is the highest stage of the most important consumption crowd, people from 35 to 54, in the proportion of the total population, that is, the stage of "demographic dividend". Compare to their parents, the consumption tendency of this generation has improved obviously, and part of them belongs to "the moonlight clan", resulting in the overall rising consumption tendency.

Secondly, aesthetic ability of the average consumer has improved. Usually, when consumers are buying clothing, the factors influencing the behaviors are as shown in the following Figure 1.

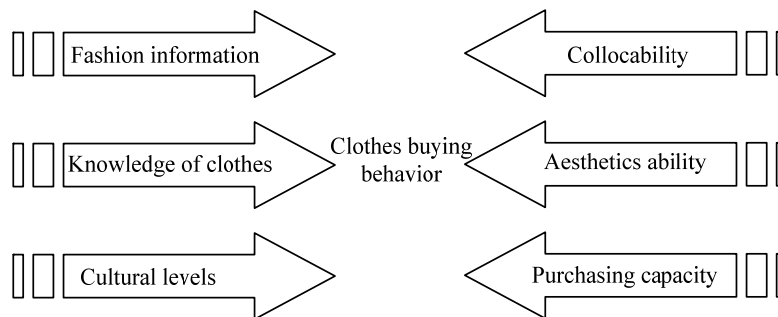


Figure 1 : The factors influencing the buying behavior diagram

On the one hand, the cultural level of this group of consumers is completely different from that of their parents. Their aesthetic accomplishment, spiritual pursuits have obvious demarcation, and these consumers asked the clothing culture content more outstanding. On the other hand, the internet has brought the information explosion, and the network era has put the whole earth become more and more small. The development of consulting industry and the globalization of the fashion industry have made popular information be quickly passed to the front of everyone. The clothes with different cultures, different customs, and different styles have attracted people's attention every day. In addition, the apparel has carried out transparent brand promotion, with the specialized knowledge popularization promotion including the clothing design points and the way of collocation to ensure our brand promotion to the largest space.

The above three reasons has made the aesthetic ability of consumers in the clothing consumption promote comprehensively. And this will stimulate the enterprise to carry on the design refinement, enriching style of the products.

In the era of brand, how to make the consumer experience brand culture and charm, and cognize the brand connotation will become the key to win. Full communion of experimental marketing and brand communication can convey different brand personality and culture idea, and shape the brand and product into a symbol of the lifestyle. How to make consumer complete the brand experience is the key to brand construction. As the forefront of contacting with the consumer, the terminal store is the most important place to brand experience.

The Stores carry out the experimental marketing, requiring companies to observe the customer psychology further and grasp the customer need what kind of experience accurately. Although experience is a kind of internal, individualized

feeling of the customer and it is difficult to observe on the surface, but in fact, there is a lot of common of people in the pursuit of the psychological and spiritual level. According to the prior knowledge about the commonness and the excellence of a successful business practice, the experimental marketing strategies that can be adopted by the stores are sensory marketing, emotional marketing and lifestyle marketing and atmosphere marketing, etc.

THE APPLICATION OF SENSORY EXPERIMENTAL MARKETING IN THE APPAREL STORE

With the intensifying competition of domestic market and the speeding up of the fashion clothing brand, the stylized terminal construction of the stores has inevitably become the development trend. Stylized design is mainly determined by the integration of brand culture and the popular element. for example: classical culture and noble culture and lady culture style system, and then according to the specific market information and the enterprises design ability to determine the key point of the style, whether is matching color design, pattern design, style design or decoration design, etc., in order to form a different visual appeal. The following Figure 2 is the integration of the influence factors of brand style design.

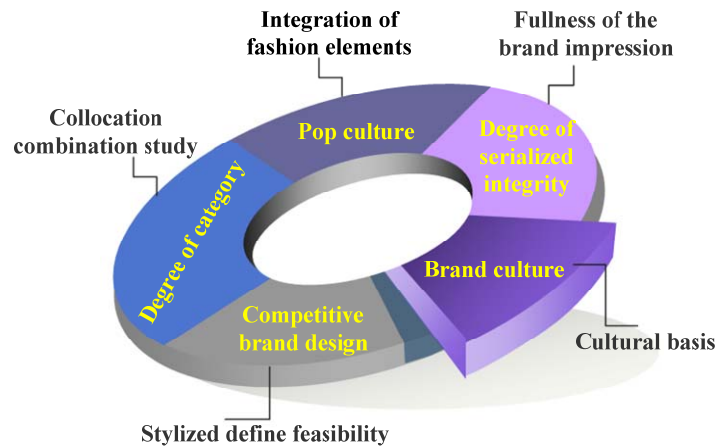


Figure 2 : The influence factors diagram of stylized clothing design

Sensory marketing is through sight, hearing, touch and smell to establish sensory experience. Its main purpose is to create perceptual experience. The important role of sensory marketing is to distinguish the company and the style of the product identification, causing the purchase motivation of the consumers and increasing the added value of products. Along with the brand serialization design idea, the brand need to carry out stylized design aiming at pop culture in every season in order to highlight the unique culture of the brand and drive the consumer senses, and also stimulate and strengthen them.

Create a beautiful and comfortable shopping environment

There are a lot of visual factors in the store, for example, the store need to be clean and tidy, the places that the customer eyes can see and the hand can touch without dust, dirt and debris. All kinds of POP, billboards and tags shall be hanged neat and kept clean. The passageway of the store shall be clean and without any block. The fitting room shall be clean and tidy without debris. The goods in the operation area shall be placed neatly and kept clean, and all kinds of goods shall be put in accordance with the unified requirements. Within the sight of the customer, the sundry which has nothing to do with the goods shall not be put and so on, but specifically, the first factor to stimulate our visual is the color and light.

As the saying goes: the color is easy to see in the distance, while the flower is easy to see at close hand, the color, on the one hand, has played an important role in transferring enterprise brand idea, and on the one hand, the psychological effect produced by the color is often one of the important psychological condition of customer shopping. Let the visual power give full play to influence power of the brand. The color design of the store is usually color register design, and its core factor is the commonly used matching color and brand style of brand products. After deciding the sheme, the register design can be refined. There are usually decorating color design including: suspended ceiling, floor, wall color design. Display props color design, including functional props color design, and decorative items color design, etc. According to the warm and cool feeling of color, the emotional effect of the color to carry out design, usually it will relate with clothing hue. The specific principles are as follows: changes on the purity and lightness, its effect can foil clothing color, but not exceed the color of the clothes. The functional color should conform to the unity requirements of brand VI, and cannot be arbitrarily change. Pay attention to the coloring area, so as not to form the visual error.

The expressive force of lights has played an important role in the stylized design. It mainly involves three main parts including illumination light design in the whole area, lighting design in the display area, window lighting design. The Lighting design schematic diagrams in the stores is shown as Figure 3. The lighting design is to meet the requirements of the optical. Under the normal circumstances Table 1.

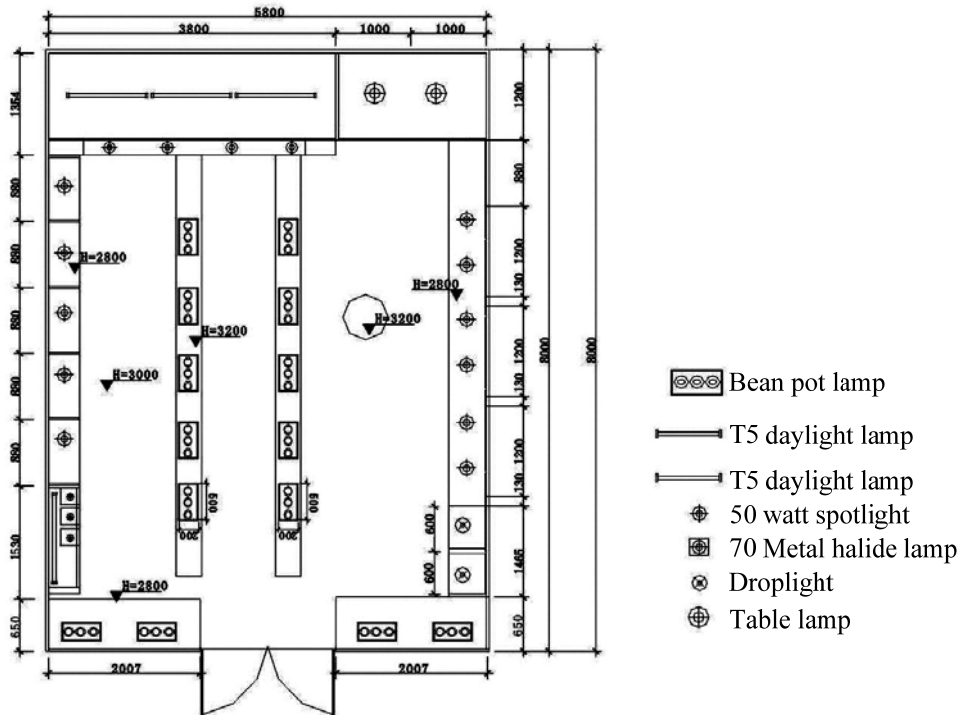


Figure 3 : Lighting design schematic diagrams in the stores

Table 1 : The Main lighting design in stores

Nature of the clothing store	Main lighting design in stores
High-end clothing brands store	Relatively low basic illumination (300LUX), warm-toned (2500-3000K) and better color rendering (Ra>90). Using many decorative lamp to create dramatic effects (AF 15-30:1), in order to attract consumer attention to the latest fashion, and comply with the atmosphere of the stores.
Mid-range clothing brands store	average illumination (300-500 LUX), natural color tone (3000-3500K) and better color rendering (Ra>90). Combined with a large number of accent lighting to create relaxed and dramatic atmosphere (AF 10-20:1)
The mass clothing brand store	Higher basic illumination (500-1000 LUX), cool color tone (4000K), better color rendering (Ra>80), creating a warm atmosphere.
<p>Lighting design in display area : ①the light illuminate on the clothes directly should be more brighter (>1000LUX). It is recommended to use high color rendering sodium lamp in the high-end clothing stores (2500K), while in other clothing stores halogen lamps or straight tube fluorescent lamps are used (3000-3500K). Better color rendering (Ra>80) can guide the customer to make a purchase decision ②In the display stand , lighting should focus on the product (>750 LUX), and the natural color is adopted to match the clothes. (2750-3000K), better color rendering (Ra>80-90) ③In the display area and the window, the effect of dramatic (AF 30 : 1) to low dramatic (AF5:1) shall be adopted. The bright light is much easier to show the visibility of the display goods.</p>	

Notes : LUX : Lux (lux legal symbols lx) The unit of illumination; K : (Color temperature) The most common indicators used to represent the quality of light source spectrum. The color temperature of some commonly used light source is : Standard candle is 1930K (Kelvin temperature unit). Ra : color rendering index, refers to that when the object is illuminated in this light source and standard light source, the color is accorded with a measure of the degree, the larger the value, the better, the maximum is 100. AF : (Auto focus) automatic focus, for example “AF 20:1” is the indicators of the lamps of 20 times automatic focusing.

The background music and taste that create atmosphere

In the shopping environment, the music in the store is an important factor affecting consumer shopping feeling. The layout and design of background music in the exclusive shop reflect the brand culture and brand positioning directly, with the transmit of the sound waves, therefore, it will influence whether the consumer stop into the shop to buy, and it has play an important role in promoting or hindering the sales of the brands.

So the choice of background music shall be carefully, and the general background music should be unified with apparel and the style of the store. And meanwhile the age of consumers and the preference on the brand shall be considered, and for the middle-aged target consumers who ages are above 30, the selected songs shall have more light music. It mainly includes slow songs on the basis of electronic organ, piano, violin musical instruments. In the Chinese traditional festival, some traditional festive music can be chosen. Moderate concert reflects the image of a brand and the company's overall management level. "Lingering on three days", the music marketing has broken through the visual cognition, and at the same time, it is easy to raise the emotions of people to the inner heart, and therefore reinforcing the customer good cognition to the brand.

The main customers of clothing consumption are women, these people are more sensitive to smell, so good smell will leave them deep impression, and it will become potential factors of coming again or consume in the future.

The display in the store

The display configuration of the store should consider whether it can fully demonstrate the beauty of the stores and goods, the beauty shall be the first factor to consider when the goods are carried out allocation. The goods configuration method which the beauty is priority, is actually visual marketing organized according to aesthetic law, making the garment reveal its beauty to the greatest extent on the vision. The display configuration has focused on the perceptual thinking characteristics of consumer shopping, stimulating customer shopping mood to attract the customer impulsive consumption. The methods can be achieved through reasonable arrangements of the color series and commodity combination, and collocation techniques such as balance, repetition and correspondence to make the store present sense of rhythm and therefore create the store atmosphere to impress customers quickly, causing associate sales. The combination ways of the display is shown as Figure 4.



Figure 4 : The combination ways of the display

Advertising rendering in the store

The promotion POP design in the shopping mall must be beautiful, visual, clear and strong attractiveness to arouse the customers desire to buy, so as to achieve the goal of promotion.

The POP font requirements: POP fonts are various, and it usually uses the regular script font, POP living font and POP variant characters, and also a variety of other fonts can be used. But the requirements are to write beautiful, lively image, conform to the public. The hanging requirements of the POP: POP suspension needs to upright without the phenomenon of skewed and POP paper roll up. For POP off the floor height is around 1.7 and not too short or too high (except for special circumstances), if the POP is rows hung, the height shall be highly consistent and neat. The requirements of the POP color: the POP shall be harmonious with the store environment, due to the particularity of clothing store, general relatively soft, warm color shall be adopted, and at the same time it needs to special in the same kinds of products and stands out from the crowd.

THE APPLICATION OF EMOTIONAL EXPERIMENTAL MARKETING

To do well in clothing marketing, we must study consumption psychology and behavioral requirements of the customers to buy clothes in advance. And the customer's need for clothes and the generating of purchasing motivation are as below Figure 5.

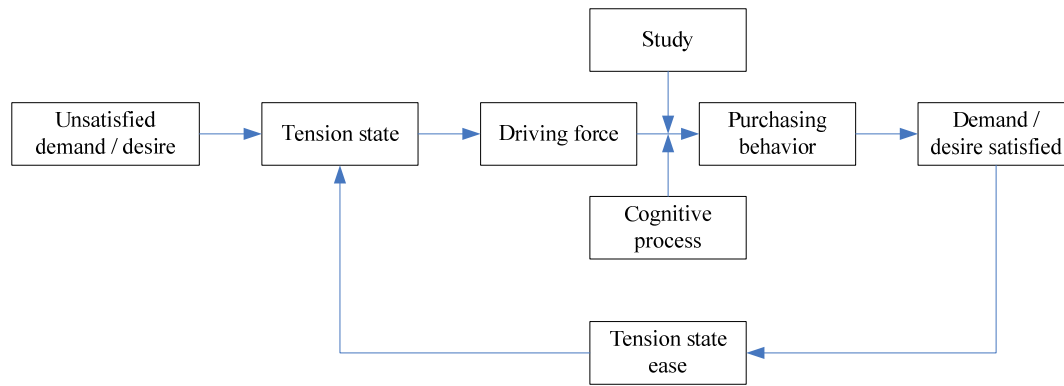


Figure 5 : The relationship diagram of consumer demand and purchasing motivation

Emotional marketing is a way of marketing through the soul communication and emotional communication to win the trust and love of customers, thus to produce purchase desire, and expanding the market share gradually

The basic condition of successful emotional marketing is that the manufacturers develop affective products or provide emotional service. The so-called emotional products and services is that the design of this product contains the feelings of personnel and can cause the resonance of the consumers to achieve a kind of spiritual communication, consciously cultivate core customers and lead customers to patronize. Clothing brand that grasp the consumption motives starts to use a variety of emotional and cultural marketing methods to bring in customers, and thus cultivate the core customer loyalty of clothing brand, making the customers the best long-term “advertising”, and carrying out brand reputation spread.

In the time of the products more and more homogeneity, the embodiment of the product's value is on the emotional service. The key point to the success of the emotional marketing lies in the merchant thinking about the questions in customer's position, the past “I produce the product, you are to buy” old marketing idea shall be abandoned, and the customer demands shall be fully considered and even think before the customers. This interaction between enterprises and consumers makes both sides not limited merely in a business relationship, but became a long-term partnership gradually, so that they can make growth for both businesses and consumers. The emotional consumption will become the dominant consumption today, so the emotional marketing must be put in important position, as the pinnacle of the marketing strategy.

THE APPLICATION OF LIFESTYLE EXPERIMENTAL MARKETING

As the market continued to deepen, great changes have taken place in the style and the key points of marketing, the product of enterprise is no longer appearing just as the product itself, even not just on behalf of the image of the company, and represents a taste and interests of life, even more represents a kind of life attitude and manner of a personnel. Enterprises provide a way of life for the consumer through the product, while consumers experience it by buying. For example: the value of a cup of instant coffee is only a few yuan, but in a coffee shop, it is at least more than ten yuan, and even more than hundreds yuan, if the customers experience the coffee flavor and distinctive way of life, the value of this cup of coffee will get more ascension.

Experience has promoted the emotion and value of the consumer conveying on brand, making the product no longer as a single value product that the customer need to sale, but a part to meet the customer life expectations, in order to make customers get some desired feelings or meet when buying products.

THE APPLICATION OF ATMOSPHERIC EXPERIMENTAL MARKETING IN THE STORE

The most distinctive character of brand in store from the general clothing brand is that it has business space, and through the planning of space and atmosphere building to create and provide unique experience for the consumer easier, the unique brand image has been set up in the minds of consumers through the experience. According to the found in the related research of the store project, the experience before consumption, consumption, and after consumption, is the key to the study of consumer behavior and brand management of the store, because the experience before, during and after customer shopping has become the key point to increase satisfaction and brand loyalty of the customers. In addition, the relationship of the modeling of the store and shops around and the architectural style shall be paid attention to, considering the scale, dimension comprehensively, and it shall be corresponded with the surrounding environment, and also highlight its style, attracting people sight in order to achieve unity experience requirements.

Terminal stores settings include the store decoration, store hue, store smell, store layout, store facilities, etc. The edge space in the store shall be exploited and made good use of. According to the different material quality, using the natural color and texture of materials correctly to create a natural and vivid appeal, meanwhile the solid and durable and so on of qualitative material shall also be considered. The terminal market settings is shown as Figure 6.

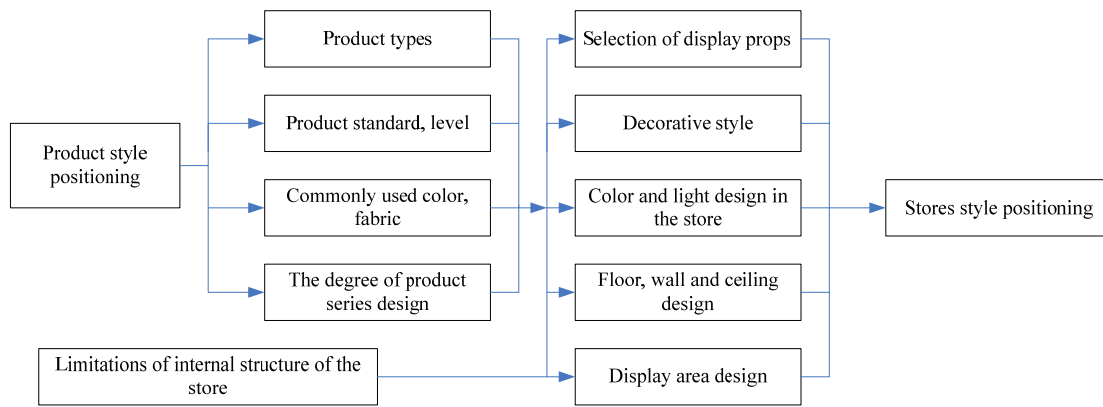


Figure 6 : Terminal market settings

The layout in the store should be in rhythmic, and the same series products be placed adjacent, in order to facilitate customers choose and buy, in addition, the same color of the products can also be placed centrally in order to make the customer be clear at a glance. The atmosphere of display is shown as



Figure 7 : The atmosphere of display

CONCLUSION

There are misunderstandings in many stores, and the experimental marketing is usually be made partialization or independent, while the real experiential marketing idea shall be made in combination with the sensory organs, emotional, life concept and atmosphere, etc. and providing comprehensive experience space for consumers. With the improvement of the degree of clothing brand, in the brand era, how to make the consumer fully experience brand culture and cognize the brand connotation has become the key point of enterprise to win. How to highlight the brand value to shape brand feeling experience, and making the stores become the most effective marketing strategies.

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