

Research on Multi-Channel Marketing of Embroidery

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ABSTRACT

China is the world with the largest number of intangible cultural heritage, and embroidery, as an important intangible cultural heritage in China, is also one of the splendid traditional handicraft representatives in our country at the same time. However, due to various historical reasons and the impact of the market economy, the traditional embroidery craft in our country has led to the reduction of practitioners, the breakdown of talents and the severe crisis of the scarcity of masters. It has caused serious losses to our intangible cultural heritage. In today's global economic integration, the development of cultural industry has occupied a place in the national economy. The rapid development of embroidery industry is not only the inheritance and protection of intangible cultural heritage embroidery culture, but also conducive to the rapid transformation of national economy and the development of cultural industry. Therefore, we combine the traditional embroidery industry with the e-commerce platform, through analyzing the characteristics of various marketing methods, combined with the shortcomings and advantages of the embroidery industry, select a number of marketing routine suitable for the development of intangible cultural heritage embroidery.

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1. Research the background and explore the reasons

China has 34 UN intangible cultural heritage lists and 1,530 national intangible cultural heritage lists, making it the country with the largest number of intangible cultural heritage in the world. In recent years, the protection of China's intangible cultural heritage has been carried out in an orderly manner and great progress has been made, but there are still some shortcomings. According to the survey results, 44.1% of the surveyed inheritors believe that the field of intangible cultural heritage is "facing inheritance crisis, mainly relying on the protection of the state and the government", and only 5.9% of the surveyed inheritors believe that the development of the field of intangible cultural heritage is "in its heyday", and the overall development trend is not optimistic. As an important intangible cultural heritage in China, embroidery is also one of the representatives of China's splendid heritage crafts. It has a certain historical significance. It not only has the vicissitudes of the past, but also has a refreshing present. Resulting in the severe crisis of the reduction of practitioners, the breakdown of talents, and the scarcity of masters, has caused

serious losses to our intangible cultural heritage. Moreover, in today's global economic integration, the development of cultural industry has also occupied a place in the national economy. With China's marketization entering a period of system improvement based on laws and rules, the modernization of social governance has entered a period of comprehensive promotion, further optimizing the policy environment, business environment and regional development pattern of cultural industry, and fully activating the vitality of cultural market players. In recent years, investment in culture has increased significantly, cultural service facilities have been continuously improved, and the protection of cultural heritage has achieved remarkable results. In 2018, the reform of Party and state institutions was promoted, and the functions of state administrative bodies related to the cultural industry were adjusted to meet the new era and new tasks of the cultural industry. The regulatory system and service system of the industry are improving day by day. The rapid development of the embroidery industry is not only the inheritance and protection of intangible cultural heritage embroidery culture, but also conducive to

the rapid transformation of the national economy and the vigorous development of the cultural industry, so the research on the multi-channel sales of embroidery has important theoretical value and practical significance.

2. Overview of the relationship between multi-channel marketing and precision marketing

2.1. Multi-channel marketing

Multi-channel marketing is a unique mixed marketing method, which mainly means that enterprises sell goods through multiple channels, so as to give full play to the characteristics and advantages of each channel, expand customer coverage and improve sales efficiency. Simple multi-channel marketing refers to the simultaneous sale of goods online and offline, which improves the exposure of the goods and makes it easier for customers to buy the desired products through more convenient ways. A Double Click study found that in the United States, consumers spend \$157, \$195 and \$201 on e-commerce, offline merchandise and category flyers, respectively, compared to \$887 when they use all three channels.

[1] It can be seen from this that multi-channel sales is an effective way for enterprises to increase sales. However, with the development of the Internet, most enterprises have adopted multi-channel sales, and the enterprises and commodities in different channels have been nearly saturated. Limited resources and a large number of products make enterprises compete with each other, and the establishment of multi-channel channels and the publicity of new channels also increase the hidden costs of enterprises. Therefore, in order to give full play to the greatest advantages of multi-channel marketing, it is necessary to carry out precise marketing of products in each channel.

2.2. Precision marketing

Precision marketing is to accurately position customers according to the Internet big data algorithm, find the main customers, secondary customers, etc. Big data analyzes the customer information to optimize the marketing method, and classifies the products to meet the personalized consumption needs of customers and implement accurate advertising.^[2] At the same time, different channels have targeted marketing methods for different customers. The marketing methods we are familiar with include B2B, that is, business-to-business, which realizes the sales of enterprise products through electronic means, such as Alibaba; B2C refers to business-to-customer, where consumers directly participate in economic activities through the Internet, such as Amazon; C2C is consumer consumption

Consumers set up stores on professional e-commerce shopping platforms. The deposit and threshold of such platforms are lower, which saves the cost of opening stores, such as micro stores; C2B is for enterprises to pass the Internet to find customers and provide customized services, it establishes a customer base with the same shopping needs for enterprises, and reduces the price through collective bargaining, so as to attract consumers. In essence, an enterprise needs to understand the marketing characteristics of multiple platforms, select products according to their characteristics, attract customers, establish their own customer base, and achieve the integration of information from both sides, so we also conducted research on different platforms.

3. Marketing methods of different platforms

3.1. Taobao

Founded in 2003, Taobao.com is a large-scale shopping website under Alibaba Group. Now it has developed into the largest comprehensive C2C e-commerce online shopping platform in the Asia-Pacific region. It adopts the direct selling method. Merchants can open shopping Windows and set prices by taking photos of products, uploading them and adding text descriptions. The price increase can also be visually seen. Taobao's entry threshold is also low, there are no complicated procedures, there is no high store costs, it is easy for merchants to stay in Taobao, and with the popularity of online shopping, Taobao has become the shopping platform of choice for most people, less C2C market restrictions also open up a free market for merchants, trial and error cost is low, is conducive to the development of side business.

3.2. Alibaba

Founded in 1999, Alibaba has quickly occupied China's B2B market. According to data, the scale of China's cross-border e-commerce market reached 7.1 trillion yuan in the first half of 2022, accounting for 35.85% of China's total import and export value of goods trade. Among them, exports accounted for 77.47%, and imports accounted for 22.53%. B2B platforms, led by Alibaba, accounted for 76 percent of transactions. In order to increase the competitiveness of the platform, meet the diversified needs of users and increase user stickiness, Alibaba carried out industrial chain integration to consolidate its market leadership. Its main changes are the opening of 1688, a platform for domestic small wholesale industry, and the establishment of Alibaba International Station, to further expand the cross-border e-commerce market.

3.3. Tiktok

As a mainstream short video platform, Douyin can meet the needs of different users. Once it gets a certain amount of traffic, it is easy to have a greater influence and bring economic benefits. The platform was originally designed for teenagers' trend music, but as more users moved in, it gradually transformed into a short video platform, covering food, culture, tourism, music, fashion brands, news and other fields. It replaced multiple platforms with one platform, attracting more users. [3] In addition, Douyin also carries out shopping, live broadcasting and other services. Users can introduce products through short videos, set up yellow cars on the page to bring goods, or cooperate with the platform to participate in shopping festivals, so as to provide consumers with lower prices. The new marketing method of live streaming breaks the limitation of time and space. Consumers can see the quality and effect of products without entering the factory. The way of live streaming + delivery enters people's life in a simple way. A large number of original manufacturers of products can also promote their products through live streaming, such as selling seafood at the dock, fruit at the orchard, and clothing at the garment factory. These words attract consumers and greatly broaden the channels of consumption.

4. History and sales of embroidery industry

4.1. History of embroidery culture performance

Embroidery is a process of embroidering patterns on cloth by needle and thread. As one of China's traditional crafts, it has a history of three thousand years. There are many kinds of embroidery existing in China, such as Beijing embroidery, Shandong embroidery, Kaibian embroidery, Ouembroidery, Hangzhou embroidery and Han embroidery, among which the most famous is Suzhou embroidery, Hunan embroidery, Guangdong embroidery and Shu embroidery. Embroidery was born in the middle of the nineteenth century, in addition to its own artistic value but also with commercial value, different areas of embroidery due to different culture and demand, its techniques have also produced many branches, which Su, Xiang, Yue, Shu the four places of embroidery sales very wide, so there are four places of embroidery called four famous embroidery.

According to historical records, embroidery in the Western Zhou Dynasty was mostly used for nobles to decorate clothes and exchanged

between countries as gifts. During the Spring and Autumn Period and the Warring States Period, embroidery entered the homes of common people and was embroidered on clothes and military flags. In the Western Han Dynasty, with the opening of the Silk Road on land, embroidery was spread overseas along with silk, spices, porcelain and other handicrafts, which promoted the development of the textile industry in the West. Since the Tang and Song dynasties.

The more and more merchants from the Western regions such as Persia and Arabia visited the Central Plains, bringing a large number of exotic embroidery crafts. The embroidery culture of the two places reflected each other and influenced each other to learn from each other, presenting a grand situation of embroidery trade. Du Fu wrote in his poem that "embroidered Luo clothes shine in late spring, while there are golden peacocks and silver kirins"; It can be seen that the embroidery was rich in brocade and gold, and the embroidery culture was rich in exotic wind. After the Ming and Qing dynasties, the national textile industry in the Western regions also had a great development. The materials were selected from animal skins, satins, cotton and linen, and the gold embroidery thread was embroidered on the leather, showing the magnificence and with a strong national character. [4] In 2016, an embroidery work full of local flavor "Blooming flowers" was used in high fashion and appeared in Paris Fashion Week, Chinese embroidery once again stood on the world fashion stage.

4.2. Problems in the embroidery market

Although embroidery culture has been widely spread and has become a part of China's cultural industry, there are still many problems in its development and sales, such as the aging population, most of the non-genetic inheritors come from the folk, most of them are older and lack of young blood inheritance. Modernization pressure, with the development of modernization, people's interest in traditional embroidery has weakened, and young people prefer to pursue fashion and modern lifestyle. Limited by regional conditions, the production area of embroidery is mainly concentrated in the Loess Plateau, Guizhou, Gansu and other mountain village areas, and its inconvenient traffic, and news congestion also hinder the sales and development of embroidery to a certain extent. The biggest problem facing embroidery sales is the change of economic environment, the development of modern economy and the rise of market economy, which makes

people pay more attention to economic benefits, while the economic benefits brought by intangible embroidery are less. A perfect embroidery work takes a embroider mother several months to complete, which means that the price of embroidery crafts is high, far beyond the range of most families in our country can afford. A Miao bird garment embroider skilled embroider Niang also takes several years to complete, and because the local news is blocked, the local people can not skillfully use Mandarin, so even if the customer demand can not and embroider Niang into contact. Although with the popularization of the Internet many embroidery factories have opened the online shop, but the operation of the online shop, embroidery shop assimilation problems led to the stagnation of the development of the embroidery industry, how to market the online shop, how to find their own customers, how to choose the platform, has become the top priority of embroidery sales, so the embroidery industry marketing methods need to be further optimized.

5. Embroidery multi-channel marketing strategy

In recent years, China's e-commerce industry has developed rapidly, which has led to the third-party industry and increased a lot of jobs, but also for a large number of small and medium-sized enterprises transformation and upgrading to provide channels and opportunities. In the face of today's big data trend, the embroidery industry blindly to build a high-cost and high-input e-commerce platform is not feasible, but also need to further innovate in marketing methods, choose the market selection platform, rather than through the simple shelf goods to reduce prices to attract customers.

5.1. Analysis of embroidery characteristics

By analyzing the main characteristics of embroidery and summarizing it, we find that embroidery has the characteristics of high price, low frequency durable goods, long production cycle, etc. The products are divided into custom hand embroidery with long fine cycle and machine embroidery with unified production, and the prices are different for different customers. Different categories of embroidery have different characteristics, taking the four famous embroideries with wide sales as an example: Suzhou embroidery has harmonious colors, clever stitching, and most of its works are landscape paintings; The technique of Yue embroidery is simple and natural. The main embroidery works are screens, clothes and group fans; The style of

Hunan embroidery is lively and vivid, and its embroidery objects are human figures, animals and plants; Shu embroidery focuses on practicality and brilliance, and is mostly used for the embroidery of daily necessities such as insoles, pillows and quilts. We can further classify embroidery products according to the above characteristics, recommend platforms and products according to the needs of different customers, and carry out preliminary innovation in the marketing of embroidery.

5.2. Platform analysis and selection

B2B model adopts network distribution, which is suitable for enterprises to provide raw material products or enterprises with distinctive characteristics of merchants' products; B2C model is to sell high-end products through online direct sales; C2C sells low-end products; O2O is a combination of online and offline mode mall, mainly group buying. [5] According to the characteristics of embroidery, we initially choose Alibaba in the B2B model and Taobao in the C2C model as the main sales platform; Set up micro stores and small programs as secondary platforms; At the same time with the help of Douyin live streaming for the two platforms; Secondly, cooperate with offline enterprises, such as home textile industry, combining embroidery with furniture, bedding and other daily use products for sales, to achieve initial O2O.

5.3. Analysis of alternative platforms

1. Alibaba in the B2B model

"Membership fee" and "value-added services" are the business model and the main source of income under the B2B model, but many embroidery factories are not large, and they have no experience to polish and marketing merchants when they enter the market for the first time, so blindly joining the platform increases costs.

The Alibaba platform chooses to use free registration to attract businesses to stay, which virtually increases the opportunity for trial and error for the embroidery factory. If there is little sales in a short period of time, you can immediately withdraw. Embroidery factory in Alibaba at the same time to sell machine embroidery film and hand embroidery products, Ali 88 main users for the company factory, with a certain consumption power, sell embroidery film to textile factories, cooperation to become a factory supplier, conducive to the formation of offline O2O model. At the same time, the company purchases hand embroidery products, which are used as gifts to accompany office

decoration or major meetings. On this platform, we should pay attention to output and fineness, and ensure sufficient supply on the way of docking between enterprises. In addition, Alibaba also opened an international station, embroidery factory through the international station for cross-border e-commerce, cross-border e-commerce is not subject to time and regional restrictions, manufacturers and overseas users to maintain close contact, according to the data show that China's main export areas of embroidery materials are Japan, South Korea, India, etc., so it is necessary to open cross-border e-commerce business. In addition, enterprises can also pay for promotion through Google browser to better drainage and publicity of products.

2. Taobao in the C2C mode

Taobao, as the most competitive e-commerce platform in the market, has a large number of customers and resources. Its low threshold for opening shops is suitable for small embroidery factories or individual sellers. Sellers can put the embroidered embroidery works on the platform, attach the works to introduce techniques and crafts, and its transparent price is easier to attract individual buyers. Based on the wide age range of Taobao users, including a large number of students, white-collar workers, housewives, etc., shops can put low-price embroidery material packages, with "Diy", "simple", "innovative gifts" and "ancient style country tide" as the key words to buy, expand the types of their own customers, and provide video tutorials, free after-sales to improve customer shopping experience. Set up a number of sku layout, take a single product multi-link according to the data to optimize the window and keywords.

3. Douyin live broadcast is other channels

Affected by the epidemic in 2020, people's shopping methods are more concentrated on online shopping, and online live broadcasting enables consumers to see the goods more directly. Meanwhile, online sales also reduce the cost of merchants. A mobile phone or computer can realize the entire sales process, and consumers' questions can be feedbacks in real time through live messages. On the other hand, Tiktok's live broadcast is mostly "interest e-commerce", which first attracts customers' attention and then further promotes it. The main method is to hire star Internet celebrities for live broadcast. The platform often carries out precise sales promotion according to users' search and daily viewing, which is easier to arouse consumers' interest. Embroidery factory to live on

the platform of Tiktok, can use "emotional anchor" such as the introduction of the historical techniques of embroidery, the focus on "protection and inheritance of non-legacy", such live broadcast should pay attention to the main interface of the environment, can be based on soothing ancient music, the focus of the video on the embroidery woman and her embroidery. To "immersion", "national style" and other keywords to attract evening users. If the embroidery factory to carry goods, can use the "professional anchor" is the traditional live with goods, considering that the user face of Tiktok is mostly after 90, 00, so its goods should choose innovation, national tide, low-cost material packages, exquisite embroidery small things, etc., in a specific festival to sell related materials packages, such as the Dragon Boat Festival selling embroidery zongzi, or embroidery faucet, etc., For customers who watch live for a long time to give certain concessions, in order to generate their own customer base. The O2O model is to cooperate with offline textile stores, customize embroidery patterns according to the needs of offline customers and embroider on textiles, such as customer demand for "Chinese decoration style textiles", you can first choose the embroidery of "plum, orchid, bamboo, chrysanthemum" or "dragon and phoenix" provided by the embroidery factory online, bundled with textile sales and processing. Then go to the offline textile store to see the physical object. This model provides customers in offline stores and supplies supplies in online stores, which is conducive to growth enterprises to find customers and understand their needs in the initial stage of development.

6. Other optimization schemes and conclusions

6.1. Other optimization schemes

In addition to the above methods to optimize the sales of embroidery, we can also adopt: strengthen the publicity of embroidery, improve the exposure of embroidery culture; Set up the embroidery offline diy experience museum to publicize and promote the embroidery culture; Set up embroidery auction, fashion show, group buying meeting, offline sales and so on; Pay more attention to the national import and export policy and so on.

6.2. Conclusion

With the development and growth of e-commerce, no matter what industry can not get rid of the wave of informatization and data, in the more fierce competition, the traditional platform business model has been unable to meet the current users, in order to adapt to the market and

seize consumers, we need to continue to analyze and innovate, and can not blindly cause the waste of cost due to large-scale investment. Especially embroidery and other intangible cultural heritage industry, with the optimization of national policies, more and more opportunities appear in front of cultural enterprises, how to seize the opportunity, I hope that the embroidery industry can do better and better, so that the embroidery culture can be integrated into life and go to the world.

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