Critical Evaluation of Cultural Differences Between the UK and China Markets for Fashion Clothing: Identifying Links Between Marketing Communications Necessary for Success in Both Countries

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Abstract

This paper aims to explore the development of UK fashion clothing brands and their associated marketing communication plans to identify effective advertising methods that can facilitate expansion into the Chinese fashion clothing market. The research critically evaluates the psychology and buying behavior of young consumers in the UK and China to understand cultural differences and to better inform successful advertising strategies in both countries. In addition, the study assesses and identifies the relevant factors that affect the purchasing behavior of UK and Chinese consumers in the fashion clothing industry. The key finding is that UK fashion clothing brands, such as TOP SHOP and River Island, can optimize their marketing communication outputs to increase their chances of success in the Chinese market. The paper concludes that a better understanding of cultural differences and effective marketing strategies can help UK fashion clothing brands expand into the Chinese market.

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Introduction

In today's globalized economy, fashion clothing brands operate in multiple markets across the world (O'Cass and Choy, 2008), each with its own unique set of cultural differences and consumer preferences. In order to successfully market their products and expand their brand presence, it is essential for fashion clothing brands to understand the cultural nuances and consumer behavior in each market they operate in (Rahman et al., 2021). This is especially true for brands operating in the UK and China (Hamadneh et al, 2021), two major players in the fashion industry with vastly different cultural backgrounds and consumer preferences.

The fashion clothing industry is a significant and popular part of people's daily lives. Economic globalization, as observed by Lewellen (2002), has had an impact on the development of international enterprises in the twenty-first century. Despite its simplicity, modern clothing is appealing and attractive for everyday use, and fashionable clothing has become a status symbol that reflects people's personalities and tastes. As a result, fashion clothing has a significant impact on people's lives, and it is a popular and standard topic of interest for customers.

In the current state of the world economy, fashion clothing retailers are expanding their markets in various nations, and the markets in China are rapidly expanding for fashion apparel. Therefore, this research should focus on how customer psychology and behavior can influence their purchasing decisions when they shop at UK and Chinese designer clothing retailers. The decision of fashion clothing firms to enter the markets of China and the UK is a significant factor. However, organizations must be associated with appropriate and necessary research techniques and knowledge of the relevant fashion clothing market and customers in the UK and China. Local cultural factors may also impact certain client types, and as a result, cultural factors can influence various customer psychology patterns. Moreover, the distinction in culture may cause consumers to view and react differently to advertisements for fashionable items, as noted by Rajabi (2014). As a result of prior research and analysis, effective and appropriate advertising techniques have been developed to cater to the advanced customer cultures of the UK and China. In this context, the clothing industry provides competitive advantages, and Top Shop and Miss Selfridge, owned by Arcadia, have declared their plans to join the China market through the online fashion portal ShangPin.com, according to Mintel market news (Figure 1.1). Thus, Top Shop and Selfridges' entry into the Chinese market is a significant development (Mintel, 2014).

Figure 1.1 Top Shop Online shops in China

Figure 1.1 demonstrates that China is a highly attractive and promising market for UK fashion clothing companies. Therefore, this study aims to provide a critical and evaluated analysis of the cultural factors affecting customer purchasing behavior in both the UK and China. The findings of this report will be significantly useful for fashion clothing marketers to explore and develop appropriate advertising methods to help UK fashion clothing companies enter the Chinese market. However, despite the rapid growth of the fast fashion market, it is slowing down, and consumers are demanding better products and services. In particular, Chinese customers are more focused on personalized style when choosing and purchasing clothing products (Mintel, 2017). Thus, this research is of significant importance for the UK and China fashion clothing markets to gain a better understanding of each other and their respective customers.

This study and analysis compare the traditional and modern cultures of China and the UK in order to better understand how to utilise more effective advertising strategies to draw in more clients in these two nations (Lewis & Trevitt, 2003). The marketing objectives model is based on the progress achievement and was developed using previously collected background data and analysis for fashion clothing produced in the UK and China. The first section of this study focuses on the study of how customer psychology behaviour can influence purchasing decisions when customers shop at fashion clothing stores in the UK and China (Mintel, 2017). Additionally, based on research and evaluation of cultural differences between the UK and China. Because cultural considerations may be important when consumers buy and choose fashion clothes brands (Hofstede, 2001). Due to UK fashion, apparel for international buyers featured classic and European styles. As an illustration, consider River Island, Top Shop, and New Look. These three companies featured numerous traditional and distinctive western design elements. Based on prior market research for China's fashion clothes consumers, distinctive and personality design styles are being focused on. As a result, Chinese consumers seek to purchase more distinctive and original European-style clothing (Mintel, 2017). They do not, however, have any renowned stores in mainland China. Based on this understanding of customer psychology, greater opportunities may exist in such nations. Customers from all cultural backgrounds desire to follow trends and fashions; as a result, Top Shop and River Island, two British fashion clothing brands, were very alluring to Chinese consumers. Examine the fashion clothing gap in China, as well as the markets and associated marketing strategies that appeal to Chinese consumers. Create marketing materials or advertisements that are satisfactory, appropriate, and creative for Chinese consumers (Smith, 1957). How to apply effective marketing communication techniques to attract new customers and find marketing maximum. The most crucial is knowing how to effectively use marketing strategies in such nations, including advertising. However, some Asian clothing designs are also very inventive. Particularly in light of China. China had a lengthy history and a wide variety of intricate geographic and cultural situations. China is therefore a major competitor and a marketing opportunity for the entire world. Chinese traditional cultural features in particular can influence fashion clothing design. Additionally, some Chinese cultural design elements may make products more desirable to Chinese consumers or even to foreign buyers (Jin, 2014). More fashion clothing designs aim to incorporate some aspects of Chinese culture that connect them to design. Figure 2 can demonstrate China component design in the apparel industry. Therefore, explore and identify additional untapped markets or business opportunities in the Chinese fashion industry.

Figure 1.2 The Chinese and Asian fashion clothing design

Additionally, in order for the UK fashion clothing brand to enter the Chinese market, they must identify potential Chinese fashion retailers and establish partnerships with them to gain a better understanding of the local market and customer behavior. Furthermore, joint ventures and collaborations with local Chinese fashion clothing brands can help to maintain and enhance the brand's value and increase market share. This can ultimately lead to an improved positive corporate image for the UK fashion brand in the eyes of Chinese customers. In terms of marketing objectives, it is important for the fashion brand to continuously adapt to traditional cultural practices while also expanding into new markets. Understanding the cultural situation in China is crucial for the UK brand to maintain sustainable and long-term development. Identifying potential markets and gap opportunities within the Chinese fashion industry and establishing partnerships with famous Chinese brands can help the UK fashion brand achieve its goals. Ultimately, the marketing objectives should aim to create a win-win situation for both the UK and Chinese fashion industries and promote sustainable development for the brands involved.

Literature review
The Industry of Fashion Clothing in General
Men's, women's, children's, knitwear, lingerie, street fashion, designer clothing, or accessories are all considered to be a part of the fashion business (DTI, 1998). Additionally, the segmentation approach had four methods for marketing customer analysis based on various customer segmentation approaches. The act of locating consumer groups with comparable wants and developing a product that will satisfy those needs while making a profit is known as marketing segmentation (Blythe, 2013). Additionally, we will concentrate on the street style and everyday attire of young adults between the ages of 18 and 35 in the UK and China for the purposes of these independence studies. According to Brewards' 2003 analysis, dress plays a significant role and can represent social identity, political viewpoints, and aesthetic preferences. So, in terms of fashion, people's lifestyles can vary depending on their status. Additionally, The Perna (1987) was described as the expression of the time in terms of fashion. It goes without saying that the fashion and apparel industries have a big impact on people's lives. Everyone must purchase and don garments. Additionally, it plays a significant part in influencing current trends. People frequently and highly value wearing stylish attire (Blythe, 2013). Because it is a status symbol that conveys a person's personality and riches (Perna, 1987).

Everyone has a unique definition of what is stylish, despite the fact that fashion clothing can have a huge impact on people's life (Perna, 1987). The fashion apparel sector must be monitored for a variety of social and cultural changes as well as the study of the next fashion trends because definition and change are basic necessities of fashion (Richins, 2001). For instance, the impact of rapid fashion on people's lives has evolved, and everyone has a different idea of what constitutes fashion (Perna, 1987). The fashion apparel sector must be monitored for a variety of social and cultural changes as well as the study of the next fashion trends because definition and change are basic necessities of fashion (Richins, 2001). For instance, fast fashion has evolved to tell new fashion apparel stories every month and to be framed for the experienced (Barnard, 2001). However, everyone has a unique perspective on what is fashionable, and Reich can have a significant impact on people's lives (Perna, 1987). The fashion apparel sector must be monitored for a variety of social and cultural changes as well as the study of the next fashion trends because definition and change are basic necessities of fashion (Richins, 2001). For instance, fast fashion has evolved to tell new fashion apparel stories every month and to be framed for the experienced (Barnard, 2001). However, Reich (2004) distinguishes between styles and fashions in his analysis. As was noted for fashion apparel trends, for instance, fashions were influenced by a variety of causes. because fashion clothing changes according to the seasons and the passage of time. As a result, fashion clothing is defined as methods for assisting customers in selecting the right clothing trends (Hebidge, 1979). The Reich claimed that there was a stronger link between styles and fashion. Moreover, fashion clothing style maintenance Whether you maintain a simple or non-style design, it is always just a matter of style. As a result, fashion clothes stores must adjust to the new fashion generation and develop new marketing techniques to meet consumer demand (Hines, 2015). For instance, quick fashion apparel merchants H&M and Zara always offered basic items to satisfy customer needs. Fast fashion shops exhibited significant brand awareness among consumers of international fashion apparel because of Zara and H&M (Mintel, 2016). due to the customer's perception of the brand as having excellent trendy apparel. Fashionable items for customers of UK brands are shown in Figure 1. Figure 1 depicts consumer attitudes towards and usage of fashion labels for apparel intended for daily wear. These numbers demonstrate that young people shop with brand loyalty for the Zara fashion clothes brand based on internal users aged 16 and older who expressed trust in the company.
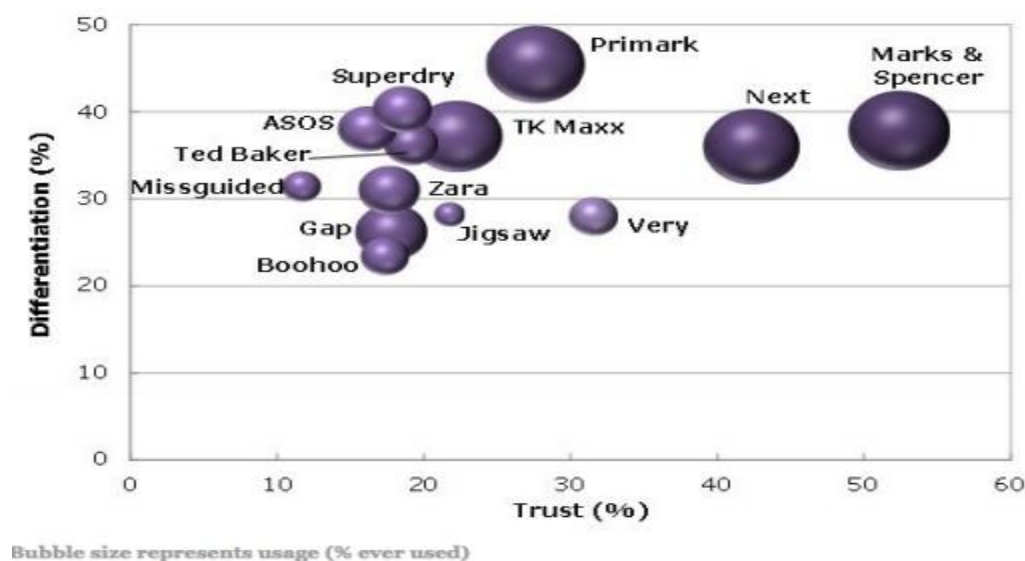

Figure 2.1 Mintel data for introduction UK fashion clothing brand

The economy's markets are getting more globalised, as was previously indicated; the clothes market is one example. Local fashion clothes retailers are growing and shifting their attention from the domestic market to the international market (foreign nations), in accordance with the ILO's 2005 definition (Balmer, 2001). In order to compete in multinational, international, and worldwide marketplaces, the companies' main development competencies must advance (Hill, 2014). The development final business goals of one company are therefore the same as those of global development companies. For instance, Zara and H&M are the top fashion clothing brands in the Chinese fashion clothing marketplaces as a result of the needs of fashion clothing retailers throughout this three-pronged universe. ZARA had a successful global footprint based on its expansion in China (Mintel, 2017).

New clothes is created during some fashion weeks for high-end brands. Zara imitates and designs apparel in a similar manner in response to consumer demand from young people. The young Chinese customer's desire to purchase fashionable attire was driven by psychology (Rowley, 2002). Young people who are interested in fashion and don't want to spend a lot of money are the target market. They achieved quick development in foreign countries based on the application of the 3V marketing approach, which involved value customer and value proposition networks (Willemes, 2012). A precise target market and a suitable market position were Zara's first initiatives. It focuses on young customers in China due to the country's sizable population and diversity of young consumers (Economics, 2012). The young customer continues to wear designer styles. Designers, for instance, create new garments for fashion weeks for some high-end brands. Zara imitates and designs apparel in a similar manner in response to consumer demand from young people.   Psychology was a driving factor in the young Chinese customer's desire to purchase fashionable goods (Rowley, 2002). Young people who are interested in fashion and don't want to spend a lot of money are the target market. According to Willems' (2012) analysis, these tens of thousands of consumers that share the same goal of producing and selling items had typical production times based on their needs. Clothes that are in style are becoming less expensive. As a result, according to Rode's concept of branding development from 2005, Zara can meet international demands and effectively create the "long tail" impact in Chinese fashion apparel. This "cheaper luxury" fashion clothes item can assist Zara in accounting for overseas markets and raise the visibility of its brand. As a result, Zara announced in 2011 that 179 new stores will be coming throughout Asia. China opened 156 new stores in the interim (The Economics, 2012). In the Chinese fashion apparel marketplaces, Zara was growing as a popular fashion clothes brand. The young Chinese buyer, on the other hand, preferred apparel with more personality. As a result, Zara and H&M encountered difficulties as they adjusted to new consumer demands.
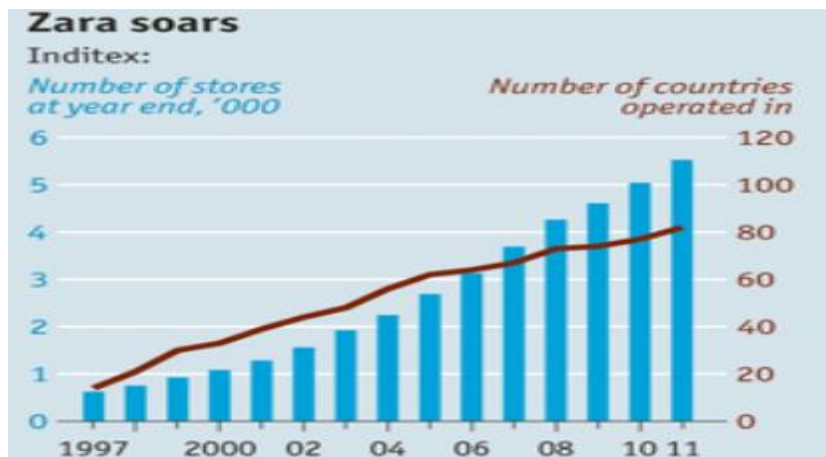

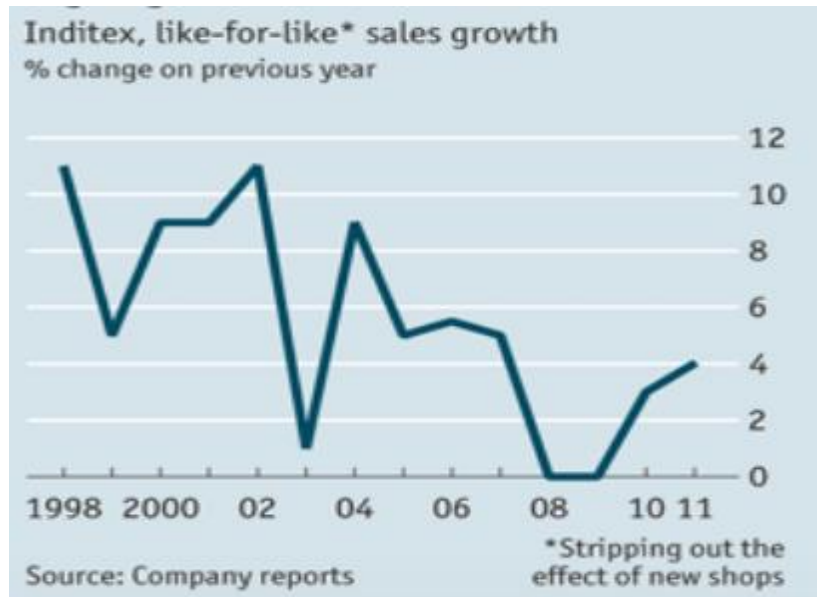Figure 2.2 Zara economic company report data

Figure 2.3: Zara economic company report data

The specifics of the fashion clothing market in the UK

Based on an analysis of the UK clothing market, table 1 displays export data. As a result, between 2015 and 2016, the UK fashion clothing market grew by 7.05% (Ptj.com.pk, 2017). Additionally, data on the export of clothing from 2012 to 2016 shows a 41% increase. As a result, there were strong markets for the development of the UK fashion clothing sector. based on Ptj Journal data identifying the EU as the UK garment industry's top export destination. The UK garment market has undoubtedly expanded during the past five years. As a result, the UK's fashion clothes business has the largest markets for young consumers.

UK clothing export data	2015	2016
GBP	8.5 Billion	9.1 Billion

Currently, the UK's global fashion apparel market has seen a marked rise in trends between 2008 and 2013. Figure 4 depicts sales data for the fashion clothes business in the UK market. On the other side, the UK economy benefited directly and indirectly from the consumption of fashionable clothing. According to Figure 5, the years between 2009 and 2014 increased UK economic growth and brought indirect values. (Oxford Economics, 2017). Figure 6 from the British apparel Council's Oxford data shows how much the UK economy benefited from High-End apparel manufacturing between 2013 and 2018 (British Fashion Council, 2015). based on information from the UK's fashion clothes industry reviews. The UK economy has benefited more from the fashion clothes business in terms of economic effects. The fashion clothes business is also one of the UK's industries with competitive advantages. According to future predictions, the global expansion of the UK's fashion clothes business may be favorable.
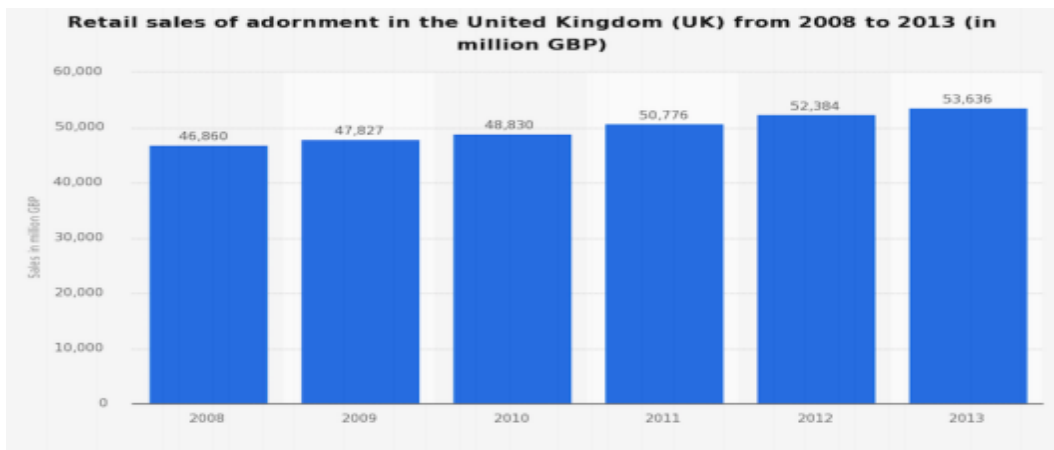
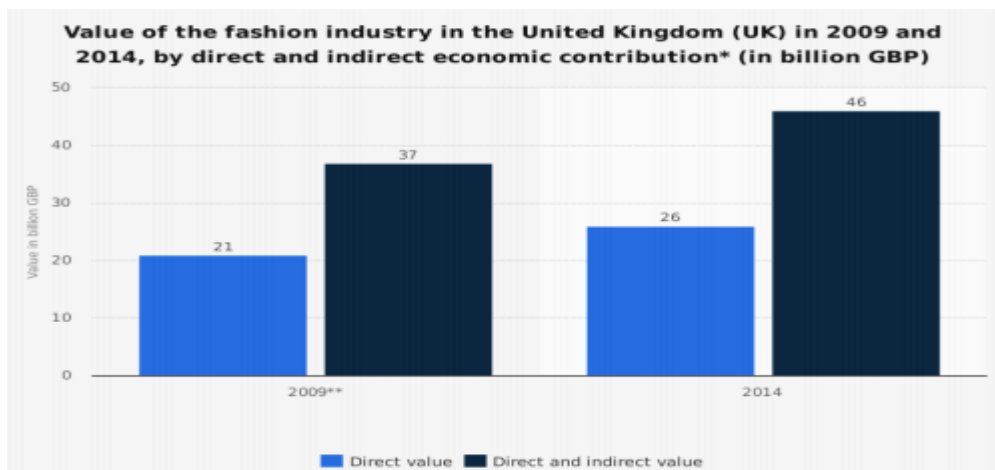Figure 2.4 UK retailer fashion clothing data from 2008-2013

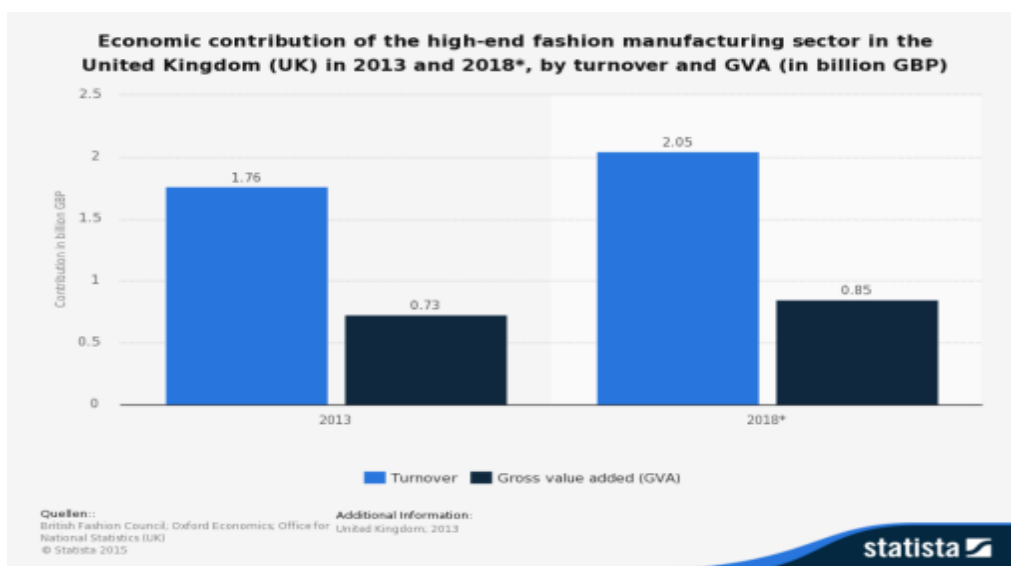Figure 2.5 Oxford economics data

Figure 2.6 Oxford economics data

Since Chinese-made fashion clothing is now widely available worldwide, this phenomenon of the internationalisation of the retailing of fashion apparel can be seen in the Chinese fashion apparel industry. due to examination of the situational environment caused by economic globalisation. The Chinese markets offered a wide range of economic conditions per location. Regional diversity has had a huge impact on the overall China market as a result of the China marketplaces (Anon, 2017). According to study, there were 1.3 billion people living in China. China thus represents large fashion clothes and textile markets for the UK. based on information from the WTO for 2002. The UK marketplaces received goods from China worth 1.7 billion pounds. This information kept growing, reaching 2.8 billion pounds in 2005. China had significant manufacturing nations as well. Additionally, according to research, raw cotton is imported by China more than any other country (WTO, 2004). As a result, there was a tighter relationship between the fashion clothes markets in China and the UK.

On the other hand, based on the price of fashion apparel and textiles, long-term development is produced. The growth of the UK fashion clothes industry was aided by the China produce markets. In addition, the demand for traditional UK fashion items in China represents a significant market opportunity. because of the atmosphere in China's expanding client population. Based on the collaboration with UK fashion clothing imports statistics, the China fashion clothing market may continue to rise in terms of textile and clothing consumption per capita on an annual basis. The commercial opportunities and advantages that can be derived from China are beneficial to the UK markets for fashion apparel. Due to the fact that there are three different sorts of cities in China's trendy clothes markets. The first-tier cities, including as Shanghai, Beijing, Guangzhou, and Shenzhen, are the main focus (Anon, 2017). This area of the country is the main and top fashion clothes brand trendsetter in China. Additionally, well-known fashion clothing brands select these mid-tier cities as their entry points into the China market. On the other side, China's second-tier cities, such HEFEI and Chengdu, are examples. In the present market development, the second-tier cities have more marketplaces for UK fashion retailers (Anon, 2017). As a result, the focus of the following parts will be on investigating the target market in China. and can discover more potential clients or markets in China's markets for fashionable clothing.

Consumer purchasing patterns in the fashion clothing markets of the UK and China
Based on various client segmentation strategies. Four techniques were included in the segmentation's strategy for marketing consumer analysis. Marketing segmentation is the process of locating groups of customers with comparable wants and developing a product that will do so profitably (Blythe, 2013). This section will analyse the China target customer using a demographic and psychographic behavior segmentation approach. Purchase choice (Robert, 1989). Regarding psychographic studies, there were various formats for lifestyle profiles, product-specific profiles, general lifestyle segmentations, and study of product-specific segmentation. based on an analysis of potential customers in those nations who are between the ages of 18 and 35. Young people generally follow seasonal demands and fashion trends when making apparel purchases. The Maslow of Need Models, for instance, might show that a consumer had various consuming goals and needs as the purchase process progressed (Maslow, 1954). Figure 7 demonstrates the Maslow hierarchy of needs. For the demands of the customer, models divided several stages. Based on the analysis of the client buying behavior, certain internal and psychological responses are highlighted. The consumer perception method to consumer psychology research is therefore the main focus of the investigation of consumer psychology behavior in the UK and China markets.

Figure 2.7 Maslow of needs models (1954)

Based on studies on how many factors affect the buying habits of young people in the UK. For instance, the information in figures 8–10 about crucial elements influencing consumer purchase decisions when they buy clothing According to the opinions of various genders of shoppers who made trendy clothing purchases, there are eight aspects to consider when examining consumer purchasing behavior: pricing, fit, quality brands, and ethical fashion. Figures 8–10 show that there were four significant criteria that were consistently relevant for the overall consumer purchase of garments. The most crucial elements for the customer appear to be the prices, fits, and quality of the apparel. The buying habits of different genders are also influenced by a number of things. For instance, the male consumer focuses on how the cost and quality of the items they purchase affect their advancement. The female consumer also places more emphasis on the price and fit of the clothing they purchase, as well as other variables like the way it looks (Oxford Economics, 2015). The female customer also pays close attention to the clothing designs and styles that might fit her body type. It goes without saying that different young people in the UK have distinct buying habits and psychological demands. However, according to UK data, when young people shop for clothing, the most crucial factors are clothing costs and suitability. As a result, UK customers were drawn to buy fashion clothes due to their lower pricing and ability to blend into current fashion trends.
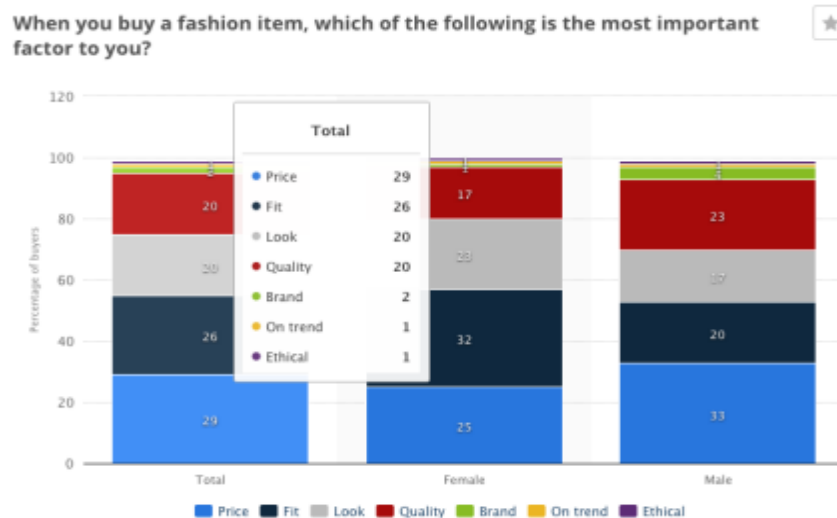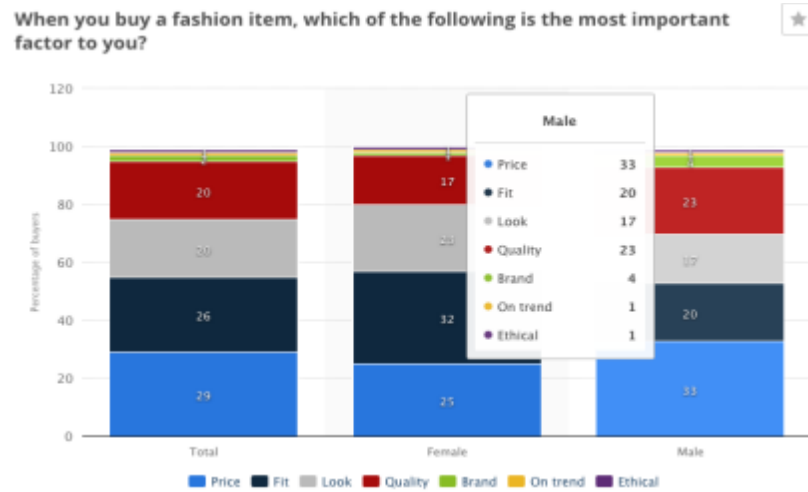

Figure 2.8 Oxford economics data UK consumer buy fashion clothing important factors

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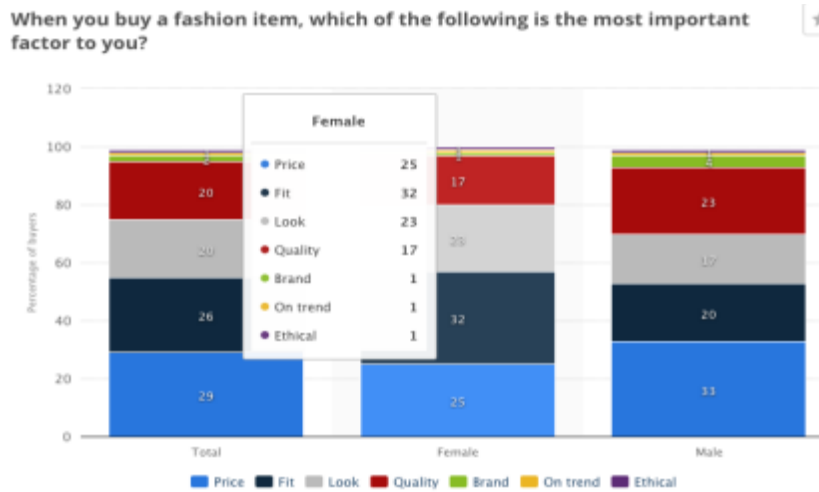

Figure 2.8 Oxford economics data UK consumer buy fashion clothing important factors

Consumer perceptions in China fashion clothing markets

Consumer perception is an important factor affecting purchase decisions in fashion clothing markets in China. According to Harrell (1986:66), perception is the process of identifying, picking, arranging, and interpreting stimuli in order to make sense of the environment around us. d'Astous and Kamau (2010) define it as the process of transforming sensory input into knowledge of how the world functions. However, the perception of consumers cannot be solely based on the five basic senses, as it also includes intangible elements such as life experiences and memories (Clark, 2002). In the China fashion clothing market, young customers aged 23-35 with high incomes and education value fashion clothing as a symbol of their wealth and personality, and fast fashion retailers provide lower-cost clothing that follows current luxury fashion trends (Hill, 2013).

The brand perception for customer buys decisions

The influence of brand perception on consumer purchase decisions is a complex and multifaceted topic. Celebrity endorsements have been shown to affect brand image and consumer purchase decisions (Farjam, 2015), but some people may find it difficult to understand or relate to such endorsements (The Song and Schwarz, 2009). In the fashion clothing market, young Chinese customers are influenced by popular celebrities and tend to

shop online (Zhao, 2006; Anon, 2017). Understanding target customer motivations and decision-making processes is important for businesses to attract and retain customers (Well, 2014). The Elaboration Likelihood Model can help companies deliver persuasive information to customers (Petty, 1983). Emotional connections with customers and immediate gain and emotion from products are important factors in buying behavior (Foxall, 2008). Economic rationality and consumption requirements also play a role in consumer purchase decisions (Well, 2014).

Chinese and British cultures differ with regard to the fashion industry
Because of the importance of culture in marketing research for consumer purchases. The way business is done is impacted by cultural variations. The other psychological element examines customer purchasing patterns in the Chinese and UK fashion clothing markets based on cultural background. Consequently, based on the discovery and growth of Chinese fashion apparel markets, for instance, and the advancement of eastern nations like China and India, significant cultural disparities in labour contract methods can be found in many western nations conducting business with these eastern nations (Fahy and Jobber, 2015).

For the UK fashion clothing marketplaces, analysis of various social and cultural consumer consumption patterns and marketing development are required. According to the prior investigation, China, for instance, had a diverse cultural context. Due to business trends in western countries, contracts are seen as objectives and promises (Bernard, 2013). The commercial organisations in Asia and China, however, are more adaptable. Significant differences exist between European customers and the way of life, employment, and social and cultural thinking of Asian and Chinese people. The rise of social and fashion trends, in particular, depends on individual subcultures. Consumer social status and life goals were determined by sub-social cultural factors (Holt, 2004). For instance, according to him, social and cultural symbol values like individualism, dominance, and coolness are present in the fashion clothing market (Arnould, 2005). Therefore, research into some traditional Chinese cultural situations and the discovery of key cultural elements in clothing are the most crucial marketing strategies for foreign fashion clothing brands. These are factors that could be appealing to Chinese consumers.

The criticisms of Mary Goodyear, on the other hand, are consistent, predictable, and based on the effects of time and economic growth rather than cultural differences (Tony, 2006). Furthermore, reflective perspectives on these two additions to the growth of fashion clothing brands in international markets The organisation's initial moves might centre on the study aspect of the progress made in these nations' social and cultural development (Holt, 2014). Analysis may lead to decisions regarding the cultural contents and long-term investment input in this foreign market. The UK fashion industry aims to maintain the long-term growth of Chinese fashion. They also need to pay attention to how these market competitors perceive and analyse cultural contents. According to Holt (2004), understanding China's distinctive and modern traditional culture will help UK fashion apparel brands boost brand exposure. For instance, Chinese consumers prefer particular fashion trendsetter designs. According to Chinese traditional beliefs, the colour red represents good luck and prosperity at the moment (Zhang, 2009). Therefore, characters can create appropriate fashion clothing based on this cultural context. For instance, the UK fashion clothing company River Island recently introduced new clothing designs that incorporated elements of traditional Chinese culture. See image 2.11, which depicts the traditional red flour component pattern in fashion garment notes for purchases by overseas customers. Figure 2.10: Clothes from River Island with a Chinese

Pattern. Additionally, customer psychology is intricate and influenced by their social, cultural, and lifestyle preferences. For instance, East et al. (2008) claim that buyers don't even understand the true motivations behind some of their purchases. They used both rational and emotional reasoning when making purchases. the present Instead of focusing on biological reasons, consumer motivation focuses on cognitive ones to understand what motivates behaviour. Positive incentives, as opposed to being forced from within, encourage human action, according to the psychological expectation theory for customer progress towards reaching desirable outcomes (Michael, 2013). The rational-emotional dichotomy is the name given to this division between the two (East, 2008). Indeed, a critical investigation of consumer purchasing patterns The initial step in the buying process for fashionable clothing is a fundamental analysis due to the numerous models employed to analyze consumer behavior. The motive, perspective, lifestyle, and even culture of the buyer buying clothes can all be impacted by these crucial variables (Maslow, 1954).

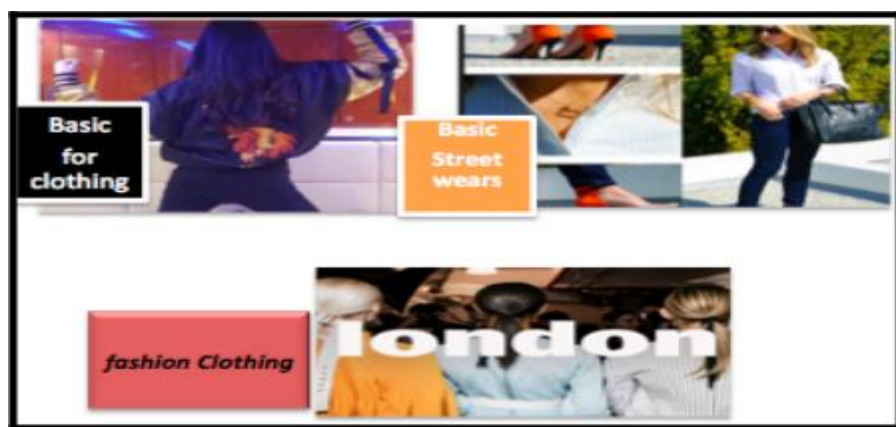Figure 2.10 River Island Chinese style clothing design

Figure 2.11 UK fashion design

However, research and analysis of the cultural influences on UK consumer purchasing behaviour Consider the one city chosen for UK fashion apparel trends as an example of how one aesthetic might be explored. Consequently, London serves as the UK's traditional capital. In the meantime, London hosted London Fashion Week each year as the global leader in contemporary fashion. Those show how examining how London's fashion aesthetic is influenced by cultural perception according to the state's new services The fashion designer, who was born in Iraq, discusses the London fashion scene and the apparel business. According to Reem Alasadi, the UK is a cosmopolitan culture that excels in the fashion sector and inspires the rest of the globe with its originality and invention. The Reem stressed that the UK had achieved the ideal balance between the development of conventional and inherited generations. However, the UK is pushing the limits of the growth of the modern clothing

industry (States New Services, 2011). As a result, customers' purchase decisions were influenced by London Fashion Week, a great tradition in fashion.

The Advertising how to work in the between UK and China
First, let's define what advertising is Our motivation to avoid unfavourable results is the main theme of advertising (Michael, 2013). Furthermore, customers' decisions to purchase fashionable clothing can be influenced by the more widely used advertising tools. A UK fashion clothes company, on the other hand, can improve a certain style design and offer reasonable costs to draw in Chinese customers. Therefore, establishing marketing communication strategies to support fashion clothing brands had a clear target position, and was based on an analysis of the previous basic and complex situation as well as consumer buying behaviour (Well, 2014). Consequently, the need to expand the China fashion clothing markets for UK clothing brands. In order to demonstrate these straightforward purchase models, the advertising strategy must leverage the relevant buying behaviour models (Holk, 2004). For instance, reviews of advertising techniques can assist consumers in learning about some of the factors that influence their decision to purchase fashionable clothing. The motivation and behaviour of consumers must be connected to advertising. In order to explain what drives conduct, the current theory of customer motivation places more emphasis on cognitive variables than biological ones (Well, 2014). In fact, the psychological expectancy theory for consumer buys progresses to attaining desirable outcomes—positive incentives—rather than being pushed from within to inspire human activity (Michael, 2013). Other than the fact that motivation can be strong, it is also possible for affect, or what social scientists refer to as affect, to play a significant role in behaviour, such as when a client purchases clothing to express potential personality. As stated by Foxall (2008), people prefer to purchase attractive clothing since it can enhance their mood or emotions. likewise, lessen some negative emotions. For this reason, a lot of marketing initiatives and messaging emphasise how changing the environment can have an impact on consumers while also tying in other goods and services.

Even so, there must be connections between the advertisement material and consumer motivation and behaviour. On the other side, more consumers are attracted to advertising channels because of marketing communication strategies and how to construct them effectively. Prior research for the 21st Generation of customers found that knowledge and technology had evolved (Lewis, 2013). Additionally, there has already been a change in the way that customers buy products and acquire information (see analysis in 2.1 analysis). When purchasing clothing, consumers must gather pertinent data from searches for various fashion clothing. Magazines, TV, billboards, social media, and internet websites all offer information search based on various messages that can assist customers in gathering the information they need (Petty, 1983). But before purchasing almost any goods or services from a retailer of fashionable clothing, customers want to do online reviews of other people's opinions (Frank, 2010).

In order to assess whether you are bridging all the gaps in the purchase process's communication, another important topic for straightforward buying models is presented as a checklist. As an illustration, consider how to employ marketing communication techniques. Some target customers find the Internet and online stores more alluring. And interestingly, many websites now employ a single feature application store checklist to make sure that sites allow different clients to advance through various stages of their purchase progress (Smith, 1957). On the other hand, some print media, such as newspapers and magazines, need to maintain a stronger customer-focused competitiveness. For the reason that the way that various customer media are used varies. For instance, many elderly individuals had a routine

that included reading one newspaper and eating breakfast each day. It's possible that they live a slow life and choose to eat breakfast while reading the newspaper or books to learn something new. As a result, continue to use both conventional and contemporary media in your marketing communications. Marketing for fashionable clothing benefits from it. is not limited to the UK or the Chinese markets. Regarding the clientele and market on a global scale. According to Sandar (2012), the fashion clothing industry requires the employment of both classic media tools and new media tools for international marketing. Since increasing awareness among the target audience is the organization's main objective, the Response Hierarchy communication model aids in prioritising the communication objectives by determining whether a cognitive, affective, or behavioural response is required. Alternatively, you could alter your behaviour or your attitudes (Smith, 1957). The ultimate marketing objectives also include diversifying into international markets and gaining more loyal patronage from successful clients. On various stages in the models mentioned above will be the focus of this chapter. To name a few (Smith, 1957), these include raising awareness, altering attitudes, or inspiring action.
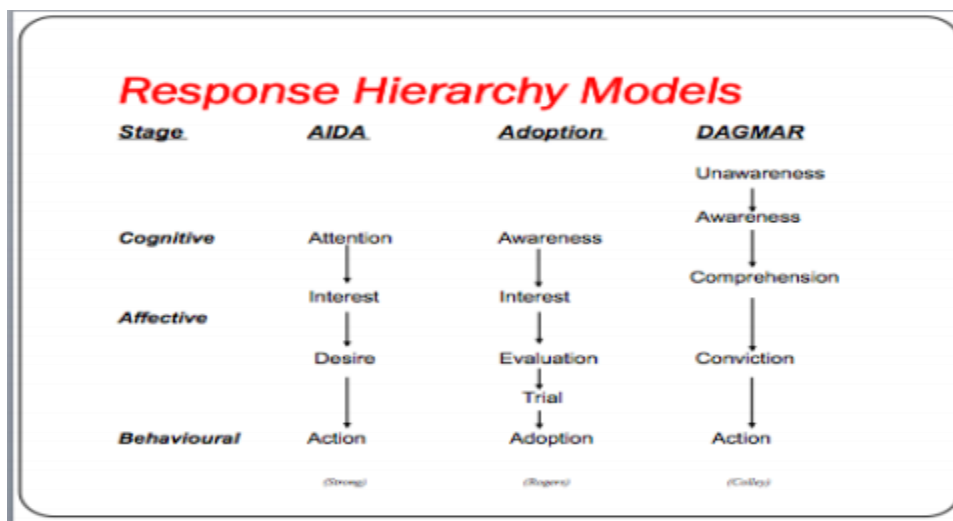
Response Hierarchy Models (Figure 2.12, 1975)

Two models for connecting with consumers through advertising are developed in the end. For instance, Howard and Sheth's (1969) and Engel, Blackwell, and Kollatt (1978) "complex models" and "personal-variable models" are examples of complex models given by Fishbein (1975).These three Black-box model types, which are used to analyse various facets of psychology, centre on how individuals react to stimuli. The complex array of internal and external influences that influence behaviour are the main topic of this section. Stimulus variables (inputs) are modelled as black box intervening variables and response variables as white box intervening variables. As for enlarged black-box models, that is true. These models take into consideration initial inputs such as how to design and develop things, as well as how to price them affordably and provide the greatest prices for sales. To sell to your target audience, pick the ideal city or nation for your market. Focus on product promotion when it comes to marketing communication. The development concerns marketing, public relations, and exhibitions.   The customer's word-of-the-month was one of the marketing communication's ultimate goals (Andt, 1967). The marketing message regarding the decision-making procedure for buyers' selection and purchase (Smith, 1957). Regarding behaviour in terms of outputs, research is based on consumer frequency of purchase as well as brand and product purchases as well as recurrent brand loyalty.

Method
This study aims to explore the development of UK fashion clothing brands and their associated marketing communication plans in order to identify effective advertising methods that can facilitate expansion into the Chinese fashion clothing market. The research critically evaluates the psychology and buying behavior of young consumers in both the UK and China to understand cultural differences and to better inform successful advertising strategies in both countries. Furthermore, the study assesses and identifies the relevant factors that affect the purchasing behavior of UK and Chinese consumers in the fashion clothing industry. To achieve these research objectives, a mixed-methods research design was employed. Firstly, a literature review was conducted to gain a comprehensive understanding of the current state of the UK and Chinese fashion clothing markets, as well as the psychological and cultural factors that influence consumer behavior in these countries. Secondly, focus group discussions were conducted with young consumers from both the UK and China to gain insights into their attitudes towards fashion clothing brands and their advertising communication. Finally, an online survey was administered to a large sample of young consumers in both countries to collect quantitative data on their purchasing behavior in the fashion clothing industry. The collected data was analyzed using both qualitative and quantitative methods. Thematic analysis was used to analyse the qualitative data gathered from focus group talks, while descriptive and inferential statistics were used to analyse the quantitative data gathered from the online survey. The key findings of the study suggest that UK fashion clothing brands, such as TOP SHOP and River Island, can optimize their marketing communication outputs to increase their chances of success in the Chinese market. Specifically, the study found that cultural differences play a significant role in shaping consumer behavior in the fashion clothing industry. Therefore, UK fashion clothing brands need to tailor their advertising communication to fit the cultural values and norms of Chinese consumers. Additionally, the study identified several factors that significantly influence the purchasing behavior of young consumers in both the UK and China, including brand image, quality, price, and social influence.

5.2 Gender and age basic data analyses from participants

According to Figure 4.1, participant gender numbers are extremely average. The graphs indicate that 56.6% of the members were female. However, 44.4% of all episodes for shows with male cast members. As a consequence of what the primary research findings concerning consumption and shopping for fashion clothing activities reveal, Chinese fashion clothing marketplaces' leading consumers are women. The young target consumer, however, was highlighted in figure 4.2 and ranged in age from 18 to 35. The primary study data showed that participants between the ages of 18 and 25 made up 61.8% of the sample, while the other target customer groups between the ages of 26 and 30 made up 26.7%. Target customer groups between the ages of 31 and 35 made up 11.6% of the total. Additionally, the primary research findings about China's fashion clothing markets are shown. Based on this primary research, the participants were interested in purchasing fashion apparel, with a particular focus on young female consumers in China's fashion clothing markets who are between the ages of 18 and 30.

In addition, based on the participant's occupation status as determined by the primary research. Customers who were primarily targeted as students made up 38.7% of the total, and employees of the company made up 37.8%. Students and employees from the company were the primary participants in this primary research, which focused on consumers. Due to the research, this age ranges from 18 to 35. These youthful consumers in China are primarily graduates and students in higher education. Additionally, due to the needs and prior work experiences of the 26–30 year old customers.   To do a data intersection study for the target consumer's consumption of fashionable clothing, utilise Excel 2011. See figure 5.1 for information on the target consumer categories for fashion clothing spending. According to reports, consumers who are between the

ages of 18 and 25 contribute for 70% or more of fashion clothes spending. As a result, the 18–30 age group is the primary focus of marketing efforts based on increased target customer spending for fashion items. As a result, the UK fashion clothing brand's expansion into the Chinese fashion apparel industry may place a greater emphasis on youthful consumers between the ages of 18 and 30. Results from the primary research participants show that young people between the ages of 18 and 25 are willing to pay more for fashionable clothing. Additionally, the figure 5.2 about consumer job status intersect analysis with the expenditures on fashionable clothing. In this primary study, the consumers who work for the corporation and students are willing to spend 50% to 70% of their salary on fashion apparel. Otherwise, the average consumer who buys fashion clothing does not spend much money. They don't spend a lot of money on trendy apparel (Anon, 2017).
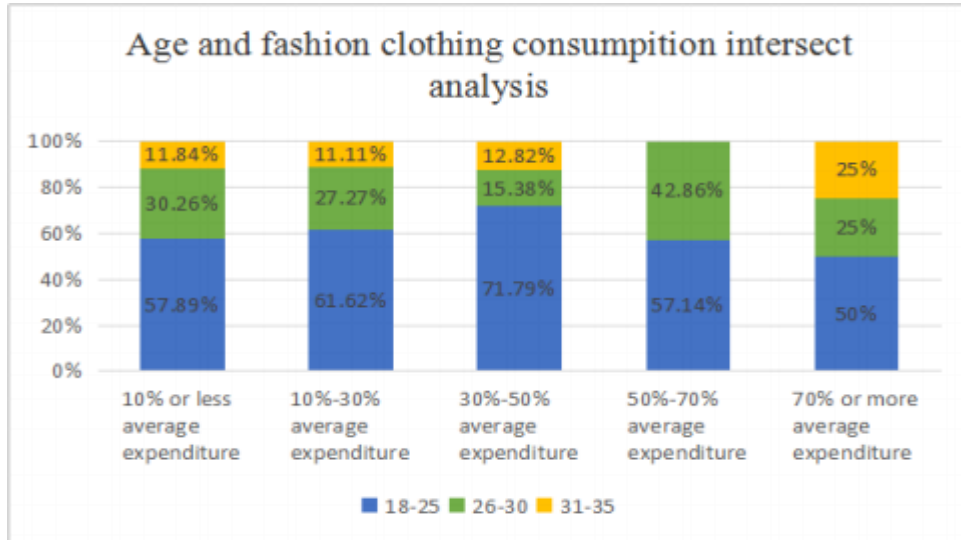

Figure 5.1 LE, L 2017 Primary researches result from questionnaire

The Chinese, due to their work, civil servants frequently work in public administration or municipal council (Aon, 2017). Therefore, in light of the findings of this study, UK fashion clothing needs to develop an effective marketing plan to draw in customers of this demographic. For instance, UK fashion apparel had conventional and dapper design elements. The results of chapter 2.1's examination and general evaluations of the UK fashion clothes industry's evolution. The UK fashion apparel had some formal and dignified styles that may match for Chinese Civil servant's consumers, thus this is a possible marketing gap that has to be filled. Therefore, the UK fashion clothing company can concentrate on the consumer who is a civil servant and look into finding more students and employees of companies who are between the ages of 18 and 30. The practical and realistic primary research demonstrates that young consumers in China had favourable sentiments and were interested in buying fashionable items. Additionally, the entire Chinese fashion clothing market can concentrate on the 18–30-year-old consumer demographic, as well as students and company staff, who have a wealth of opportunities and potential for marketing growth for the UK fashion clothing industry (Belch, 2011).
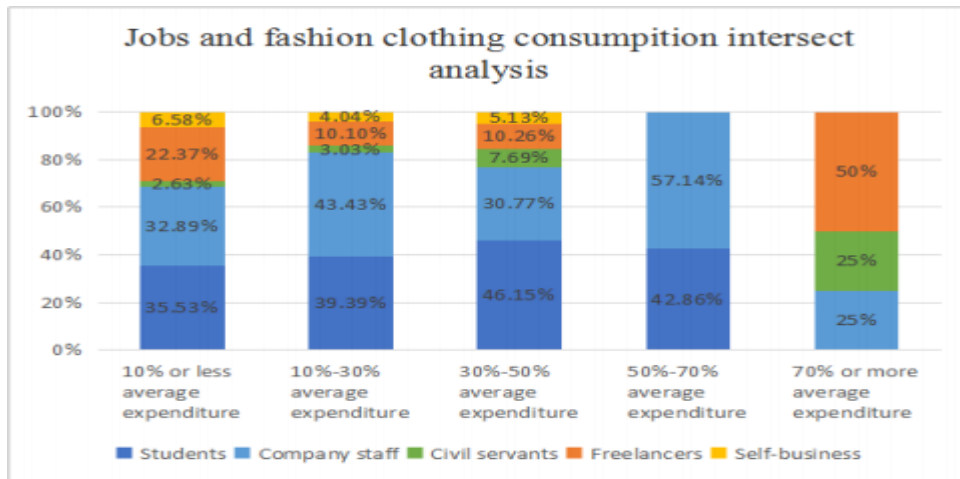
Figure 5.2 LE, L 2017 Primary researches result from questionnaire

5.3 The Consumer buys psychology behavior in Chinese consumers

The primary research examines how frequently Chinese consumers shop for fashionable items on a monthly basis. The data shown in Figure 5.3 reveal that 43.1% of participants' consumers believe they should only buy fashionable clothing when the changing seasons call for it. Additionally, these findings show that young Chinese consumers purchase fashion apparel based on more rational needs (Blythe, 2013). On the other hand, In the reviews of the literature. The Maslow of needs models analysis for the Chinese consumer's purchases of psychology behavioural motivations and need might be associated with them emotionally (Maslow, 1954). As a result, an analysis of how Chinese consumer buying behaviour is impacted by changing seasons and basic necessities is based on realistic facts. Additionally, 20.4% and 24.9% decide to purchase fashionable clothing for one week or roughly six months. In addition, the Chinese client may want the UK fashion-clothing brand to keep up with seasonal changes or half-month time periods.

Figure 5.3 LE, L 2017 Primary researches result from questionnaire

Fashion clothing shoppers in China can pick between visiting physical stores and online retailers, according to a previous survey of consumer purchases. The main findings from the 49.8% of consumer participants that wanted to purchase fashion apparel in physical stores. In addition, the primary study reveals that 50.2% of the Chinese consumer participants chose to purchase fashion clothing from online retailers. It is obvious from literature reviews and behaviour analysis on online shops and e-commerce that Chinese marketing has dramatically increased. Therefore, a significant increase in online shops is required if UK fashion clothing is

to expand into the Chinese fashion clothing market (Chaffey, 2008). The River Island, for instance, wants to expand into the Chinese markets. The crucial expansion of physical stores is in addition to River Island opening more online stores and utilising popular social media advertising as the best strategy to raise brand awareness among Chinese consumers (Holt, 2014).

Figure 5.4 LE, L 2017 Primary researches result from questionnaire

However, this dissertation goes deeper into the discovery that the international fashion clothing brand had some rivals in the Chinese fashion clothing markets. Zara is used as an example of a successful fashion apparel brand development in the Chinese fashion clothes in the chapter 2.1 general introduction. However, based on data regarding Chinese consumers' purchases of fashion clothing brands. Recently, 21.3% of consumers chose ZARA frequently when making online fashion-clothing purchases. In figures 5.4 and 5.5, choose shops in-stores related to ZARA customers accounted for 33.8%. Furthermore, when young Chinese consumers purchase fashion clothing, the most popular brands are not the likes of ZARA and H&M. 84.4% of customers opt to purchase fashionable items from a different brand. These other brands could be for local clothing retailers in China. Understanding and considering some local Chinese fashion-clothing brands is a requirement for the expansion of UK fashion-clothing markets in China. As a result, one of the objectives of these dissertations is to analyse how to utilise a flexible and appropriate marketing plan as well as an advertising technique in the findings (Belch, 2011). This study discovered that Chinese consumers are not generally aware of fashion clothes labels. According to primary research on Chinese consumers, local businesses may be where they buy fashion clothing. The UK fashion-clothing brand can close these perceptions-gaps in branding.

Figure 5.5 LE, L 2017 Primary researches result from questionnaire

The study of Chinese consumer purchasing patterns and the need for deeper research are ongoing. For instance, the participant's purchase of daily, everyday clothing in the is the topic of this primary research. Young Chinese shoppers purchase fashionable apparel for daily use. According to research findings for analysis on Chinese consumers, they choose to purchase T-shirts and jeans among other forms of stylish items. T-shirts are the item that 66.2% of fashion clothes buyers prefer to purchase. Customers purchase stylish clothing for jeans in 52.4% of cases. In addition, those who are customers total 29.3% want skirts. Therefore, Chinese consumers show a greater desire to purchase jeans and T-shirts when shopping for fashion clothing. Additionally, the UK fashion clothing is expanding into physical stores in China that sell and design various types of jeans and t-shirts products to draw in customers.

On the other hand, primary research shows that Chinese consumers prefer to purchase fashionable clothing for several reasons. 65% of participants believed that the reasons to buy fashionable clothing were that it was more stylish and updated more frequently. According to 39.6% of customer participants, buying trendy clothing was motivated by lower costs, and they used "cheaper luxury" brand products (Doctoroff, 2005). based on past research into the psychology and behaviours of Chinese consumers while buying stylish clothing. In the fashion clothes industry, female consumers make up the largest consumer groupings. Due to the fact that female and young consumers follow fashion trends and seek to purchase well-designed items at reasonable prices (Fahy, 2005). According to psychological research, female customer purchasing determinants wish to see social advancement in cognition and self-worth. Theories can explain expectations in terms of Due to females, young consumers may consider several factors while selecting fashionable apparel as a statement of their money and personalities (Blythe, 2013). Additionally, contrasting hues and emotional triggers Young female consumers have motives to purchase new trendy clothes, according to Jansson (2004). From the primary research, the key influences on the Chinese consumer's decision to purchase fashion apparel are shown in figure 5.6. The participants believe that style was a major impact in their choice to buy. Additionally, Chinese consumer purchasing decisions may be influenced by the key factors of fashion clothing quality and prices. The most significant variables in Chinese consumers' decisions to purchase fashionable apparel are, according to research findings, the fashion clothing types.
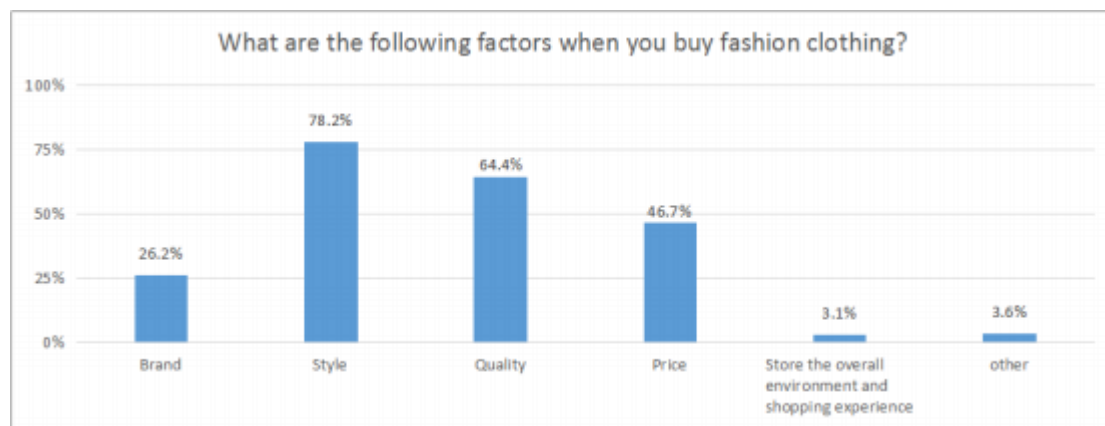

Figure 5.6 LE, L 2017 Primary researches result from questionnaire

Additionally, the traditional Chinese culture and history have been impacted. Chinese consumers were price-sensitive while purchasing goods (Anon., 2017). Because of this, Chinese consumers believe that they must continue to practise sustainable development. As a result, Chinese shoppers purchase apparel in accordance with prices. A further significant aspect

influencing Chinese consumers' decisions to purchase stylish clothing is the quality and durability of the garment (Barnard, 2001).

How to create appropriate and distinctive styles that will appeal to Chinese consumers who buy fashion clothing. If some traditional Chinese elements and cultural designs were added to the fashion apparel, it would be in accordance with the findings and analysis from Chapter 2 for the UK fashion clothing brand (Holt, 2004). According to Arnould (2005), the design of traditional British apparel is becoming more distinctive and has a greater potential to appeal to Chinese consumers. Increased brand awareness of UK fashion goods can help consumers remember to purchase these items (Ferraro, 2001). The Chinese consumer purchases fashion clothes styles, which are best, wish to choose, according to the main study on Question No. 15 of the survey. According to figure 5.7, 42.7% of participants' consumers choose to purchase fashionable clothing in sports and leisure-related designs. 37.8% of the consumer participants opt to purchase clothing in European minimalism fashion. According to these findings, Chinese consumers perceive European minimalist styles to be an appealing modern style to purchase sports and leisure-related fashion apparel. Additionally, 11.6% of participants selected fashion clothing that included Chinese design elements.
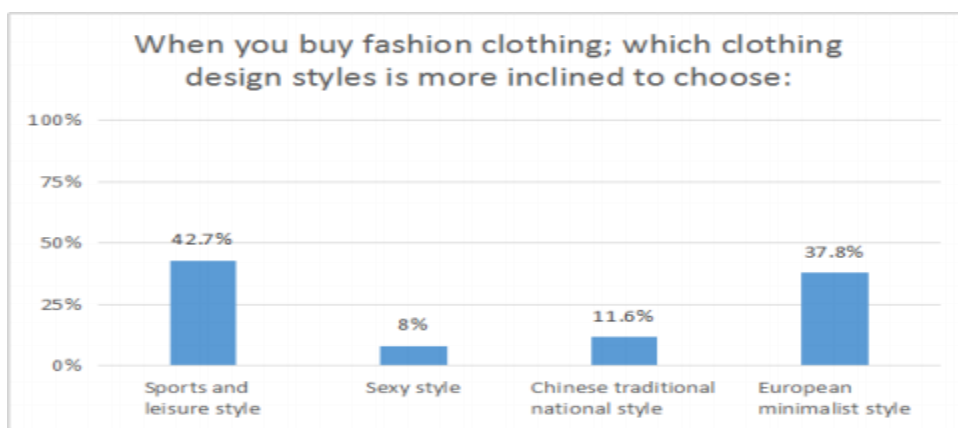

Figure 5.7 LE, L 2017 Primary researches result from questionnaire

Based on the connection between UK fashion clothing needs and Chinese customer interests, it is decided to develop and design clothing in sports and leisure or European minimalist designs. The traditional national styles of China must also undergo some style changes, and the details are now even more distinct than before. For instance, the QIPao is a type of traditional Chinese attire that appeals greatly to Chinese women consumers. The QiPao clothing design, however, may show off the grace and beauty of Chinese women. QiPao design elements must also be compatible with human anatomy. As a result, Qipao's design and display were precise for the consumer body. The Chinese consumer likes sports and leisure styles, according to past research and findings (Anon, 2017). This examination of young Chinese consumers' purchasing patterns for fashionable clothing reveals important criteria that include how comfortable they are to wear. Figure 5.8 shows that the present Chinese customer may wish to purchase more leisure items and wear more casual apparel.

Figure 5.8 LE, L 2017 Fashion clothing new style in China

5.4 Evaluation and finding efficacy-advertising methods for Chinese Market

The research on the UK fashion apparel firm tries to determine how far it can grow in the Chinese fashion clothing industry. Due to prior research on how the quality, prices, and styles of fashion clothing influence Chinese consumers' purchasing decisions (Blythe, 2013), UK fashion clothing brands looking to enter the Chinese market will need to develop effective marketing communication strategies (Danesi, 2006). As a result, the participants were questioned about the sources they use to find information about purchasing fashionable apparel based on the primary study from the fourth section (Ahonen, 2007). About 65.8% of participants in this primary research chose to use networks, official websites, or online stores to learn about fashion clothing brand information, according to the findings. Additionally, 48.4% of participants said they wanted to be informed about fashion clothing available in actual stores. Additionally, the findings showed that there were three channels for understanding how Chinese consumers learned about fashion and clothing brands. The official websites and physical stores are the primary sources of information. Use the official websites and maintain physical stores while maintaining some print magazines to expand the UK fashion clothing brands broadcast, according to the findings and analysis for the advertising channels' effectiveness and how to develop for increasing their coverage maxims for the Chinese consumer (Belch, 2011). Since Taobao and e-commerce have grown significantly in the Chinese market, according to earlier research (Chaffey, 2008), UK fashion clothing must utilise websites and network channels. due to the Chinese consumer's ignorance about the foreign fashion-clothing company. Additionally, the marketing communication plans aim to assist the UK fashion clothing brand and raise brand awareness and images in the Chinese consumer based on the analysis of Chinese consumer psychology behaviour and establish fit for Chinese cultural advertising and marketing communication plans (Kelley, 2008). The main study focuses on how Chinese participants' customers use social media for knowledge gathering and dissemination about fashion. In addition, examination of the psychology of young consumers between the ages of 18 and 35 revealed that Chinese popular culture has an impact on their behaviour (Doctoroff, 2005). For instance, the popularity of a celebrity wearing a particular style of clothing encourages people to purchase it. This is a well-liked cultural inducement with celebrity sponsorship. Additionally, select one suitable celebrity endorser as the essential for UK fashion apparel brands entering the Chinese fashion apparel markets (Aaker, 1997). The 18–30 year old female consumer is the main target market in the Chinese fashion clothes markets, according to the primary research analysis of the samples and participant characteristics. The primary research findings also allow us to analyse the suitability of

prominent female stars for celebrity endorsement by UK fashion clothing brands (Erdogan, 2009). There are two benefits to choosing female consumer celebrity endorsements: 1. The majority of consumers who purchase fashion items are female, therefore choosing a female celebrity endorsement can serve as a symbol for this young Chinese consumer, according to Kwak (2009). 2. In addition, based on consumer psychology, advertising and celebrity endorsements can appeal to Chinese consumers' emotions while delivering brand imagery (Mahajan, 2002). The primary research offered consumers four options about the selection of the proper celebrity endorsement can signal for the UK fashion clothes brand in the Chinese regions. According to the primary research findings in figure 5.9, 33.8% of customers chose the Chinese popular young actress DILIREBA to endors a product. DILIREBA's appealing aesthetic serves as a showcase of the personality and way of life of Chinese youth (Mulyanegara, 2009).
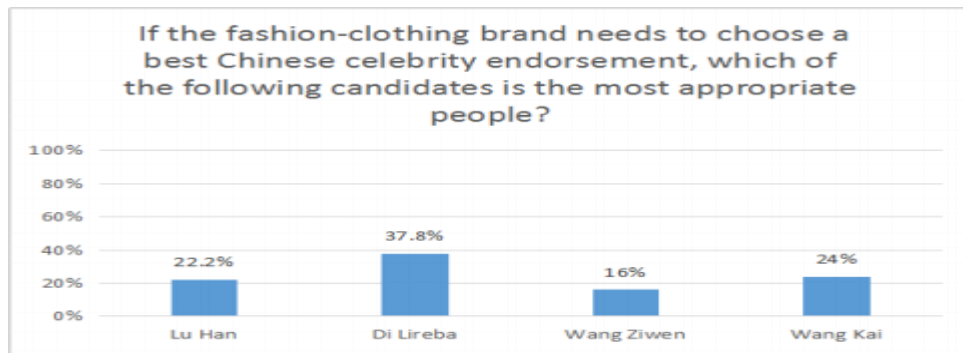

Figure 5.9 LE, L 2017 Primary researches result from questionnaire

The DILIREBA was also 25 years old. Her ages also meet the ideal consumer age ranges for UK fashion clothes brands. Additionally, using meaning transfer models, it is possible to analyse how UK fashion clothing brands use celebrity endorsers to connect with consumers (Knowles, 2001). Celebrity visibility and influence have grown as a result of modern mass media (Erdogan, 2009). For instance, UK fashion clothes can be used as a means of transferring models to analyse DILIREBA's brand concept and how to communicate it to Chinese youth (Kwak, 2009). Based on Figure 5.10, DILIREBA can be represented as having positive pictures that communicate the brand's individual, self-assured, and joyful brand concepts.

Figure 5.10 LE, L 2017 Meaning transfer models

5.5 Evaluation analysis finds five the appropriate advertising methods

The stylish clothes companies from the UK were growing in these new international markets. On the other hand, the Chinese marketplaces presented unique difficulties and obstacles for the UK's fashion clothing needs (Hill, 2014). The most crucial elements in their creation were how

to blend Chinese culture and psychology to entice Chinese consumers to purchase fashionable goods. Chinese local fashion clothing has fierce competition, according to primary study findings and display. As with the obstacles experienced by Chinese local fashion clothing company competitors, the international fashion clothing business must also think about how to adopt an effective and adaptable marketing communication plan (Belch, 2011). In order to enter the Chinese markets, the UK fashion clothes firm needs to increase its brand value (David, 2009). As a result, the organisation can employ one of three approaches to the marketing communication strategy. The PULL strategy, the PUSH strategy, and the profiles strategy are the three marketing communication strategies mentioned above (Ahonen, 2007). For distinct intergrade uses of media technologies, these three marketing communication methods must be considered in order to expand for UK fashion apparel brands in the Chinese fashion clothing market. Chinese consumers frequently choose to acquire their fashion apparel information from official websites and physical stores, according to analyses of the Chinese fashion clothing sector (Ahonen, 2007). The young Chinese consumer purchases behaviour analysis displays in order to access essential information from physical businesses about fashion goods. These research findings suggest that pulling tactics can be used. The Pull strategy refers to a company's ability to communicate directly with its customers (Belch, 2011). Additionally, Chinese consumers can buy fashion clothing directly from official websites and online stores in the UK. As an illustration, based on the prior study for the TOP shop, select to build online stores and maintain contact with Chinese customers. Young Chinese consumers can purchase the products they want and provide reviews on the official websites (Kuhn, 2008). In addition, many participants, according to the primary research, wish to receive superior services from the fashion clothes when they buy from a Chinese fashion-clothing brand. According to figure 5.11, approximately 63.1% of Chinese consumers seek to achieve the purchased services unit. Additionally, the fashion clothing retailers must transfer goods between their various physical stores. As a result, the UK fashion clothing industry should develop in the Chinese fashion clothing marketplaces to provide customers with greater services and convenience (Lynch, 2007). The UK fashion-clothing brand can be found from this primary result, however, and used for the push approach in marketing communications to Chinese consumers (Ahonen, 2007). The UK fashion clothes industry can employ the push method to communicate with retailer stores (Belch, 2011). After that, the fashion clothes brand can communicate with customers through retail stores. For instance, a customer purchasing trendy clothing might visit real stores to select and try on several styles. Then they can return to the official online stores of the fashion clothing brands to purchase the clothing they had previously tried (Kuhn, 2008). On the other hand, young customers who wish to purchase fashionable items can place orders through online stores, and the closest physical stores can receive electronic orders from the online shops. The customer can choose clothing at actual stores. For instance, River Island is able to accept orders from Chinese customers that shop online. They can choose from the closest merchant stores at shopping malls if they wish to buy something. On the other hand, consumers who buy fashion clothing may desire to exchange the item when they make purchases from online stores.
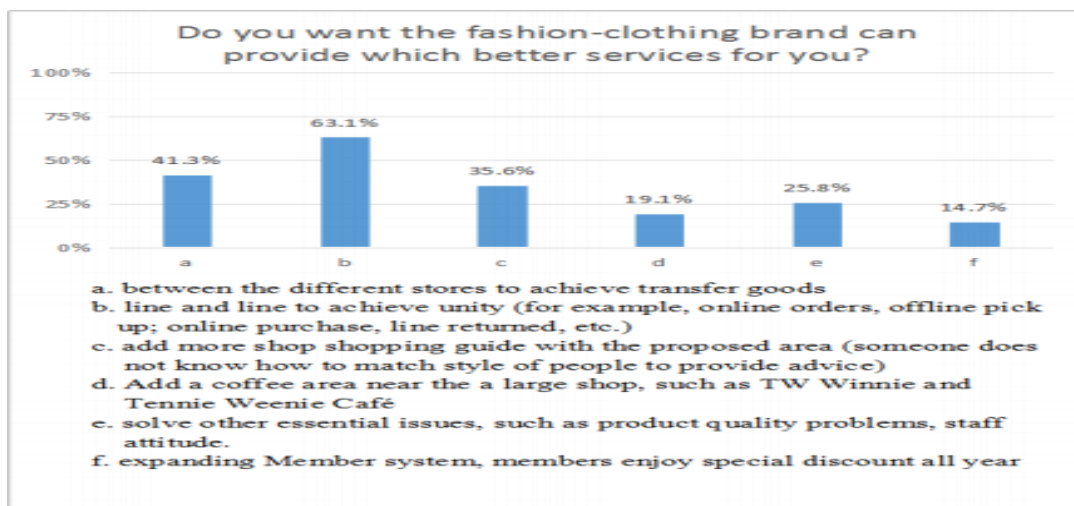
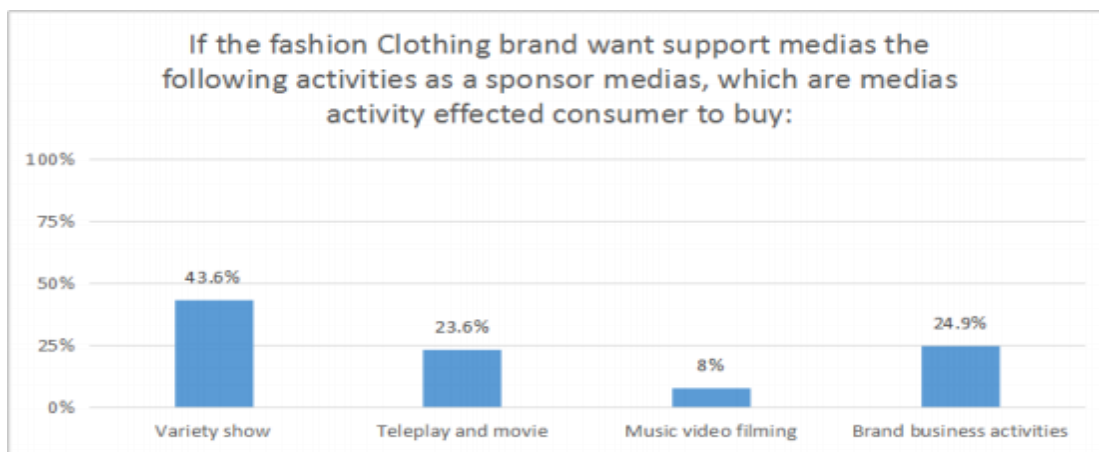Figure 5.11 LE, L 2017 Primary researches result from questionnaire

Figure 5.12 LE, L 2017 Primary researches result from questionnaire

The marketing communication profile strategy is employed by the UK fashion clothes company. The profile strategy's goal is to facilitate communication between the corporation and its other owners. For instance, a Chinese consumer is introduced to a UK fashion clothes brand. The UK fashion clothes market collaborated with a media powerhouse. Utilise media outlets and strategy as the effective means of boosting brand recognition. Chinese people got access to a wide range of media outlets and tools because of this. Choosing the right sponsor media can help the UK fashion clothing brand maintain a long-lasting favourable impact on the Chinese fashion clothing brand (Cornwell, 2014). If the UK fashion apparel business wishes to be the sponsor medias, it is in accordance with the findings of the main research shown in Figure 5.12. The 43.6% of participants are of the opinion that the consumer's decision to purchase will be influenced by the fashion clothes businesses that sponsor variety shows. Because of the variety shows, the consumer experienced strong, high coverage and very high communication efficiency (Peter, 2014). Therefore, if the famous Chinese TV channel and UK fashion clothing had a partnership. After that, the sponsorship of a well-known Chinese Variety show served as the effective advertising strategy to raise brand awareness for UK fashion goods (Cornwell, 2014). In fact, depending on the development of effective marketing strategies, it is possible to open Chinese fashion clothing markets through a wider use of websites and online media channels. Additionally, if the fashion clothing company wants to create an effective advertising video, it needs to include some intriguing and unique content

that will appeal to Chinese consumers (Rajabi, 2014). For instance, the TOP store might sponsor well-known Chinese TV programmes. Due to primary research, it was discovered that Chinese consumers prefer to purchase clothing like jeans and t-shirts. Additionally, the main emphasis of these advertising materials is on the display of fashion apparel using celebrity endorsers dressed in jeans and skirts. Use the DILIREBA (the Chinese consumer's choice of a celebrity endorser can produce for favourable attitudes in lifestyles and create greater self-value UK fashion clothes brand pictures) to deliver your message.

Conclusion

This research paper has explored the marketing strategies of UK fashion clothing brands in the Chinese market. Through a comprehensive literature review and primary research using a questionnaire, the paper has analyzed the consumer psychology and behavior in both the UK and Chinese markets. The findings suggest that UK fashion clothing brands have a considerable economic contribution to the UK and the global economies. Additionally, the research indicates that the Chinese market presents significant opportunities for UK fashion clothing brands, particularly in the secondary cities, for their daily wear clothing targeting young consumers aged 18-35. Moreover, the study shows that consumer buying psychology and behavior in China differ from the UK. The Maslow of needs model may not apply to analyzing Chinese consumer behavior due to cultural differences. Instead, the Elaboration Likelihood Model could provide a better understanding of consumer behavior in China. Also, the research shows that cultural differences between the UK and China play a significant role in consumer behavior. For instance, the red color symbolizes happiness in Chinese culture, which UK fashion brands could use to connect with Chinese consumers. The research approach used in this paper was deductive, and the research method was quantitative analysis. The questionnaire method was selected for the primary research to collect data from UK and Chinese consumers. The study's limitations include a small sample size and a limited geographic area, which may not be generalizable to other regions. Future research could use a larger sample size and different research methods to explore these topics further. In summary, this research paper provides valuable insights into the marketing strategies of UK fashion clothing brands in the Chinese market. The findings can help UK fashion brands to develop effective marketing strategies and attract Chinese consumers. The study highlights the importance of cultural differences and consumer psychology in international marketing and suggests that future research could explore these topics further.

Recommendations

In summary, the following recommendations can be implemented to achieve the final research objective of extending UK fashion clothing brands to the Chinese market: Firstly, the UK fashion clothing brands should create new styles that match the traditional Chinese cultural elements to attract the 30-35 age range target consumers. Secondly, UK fashion clothing brands can explore potential markets and gap opportunities in China by cooperating with local brands, such as SENG MA, that target young consumers and have physical stores in smaller Chinese cities. Thirdly, UK fashion clothing brands can sponsor famous Chinese TV programs and movies to increase brand exposure and integrate with consumer buy motivation. Fourthly, the UK fashion clothing brands should keep long-term ethical and social responsibility activities, such as recycling and donating clothing to the poor areas of China, to improve brand image and support sustainable development. Lastly, UK fashion clothing brands should aim for win-win international business cooperation by considering cultural differences and using appropriate China Marketing Communications output to maximize the possibility of successful brand development in the Chinese market. By implementing these approaches, UK fashion clothing

brands can extend their reach to the Chinese market and achieve sustainable long-term development.

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