

# Fusing Tradition and Modernity: A Strategic Marketing Approach for TCCEC Brand

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## Abstracts

This paper examines the TCCEC (Traditional Chinese Culture Element Clothing) brand's challenges in integrating traditional Chinese cultural elements within a modern fashion context. Despite a unique artistic appeal, TCCEC faces market performance issues due to unclear positioning, misaligned product development, unengaging marketing, and subpar customer service. The study identifies these shortcomings using qualitative research methods and proposes strategies to enhance brand resonance, product relevance, marketing creativity, and customer satisfaction. The recommendations aim to improve TCCEC's market adaptability and serve as a guide for other brands blending tradition with modernity.

**Keywords:** Marketing Strategy, Brand Positioning, Product Development, Marketing Campaigns, Customer Service.

## 1. Introduction

In the global fashion industry, the rich tapestry of traditional Chinese culture offers a wealth of inspiration for fashion design. The TCCEC brand, a brainchild of a visionary Mongolian couple hailing from Inner Mongolia, China, was established in 2017 with a noble mission to bring the rich heritage of Mongolian culture to the global fashion stage. The founders, Mr. Wang and Mrs. Sun, were driven by a deep passion for their cultural roots and a firm belief in the timeless appeal of traditional aesthetics. Their vision was to create a brand that not only celebrates the artistic legacy of their ancestors but also resonates with the contemporary sensibilities of the modern consumer.

Located in Nanjing, Jiangsu Province, China, the WANG Company, the parent organization of the TCCEC brand, has been at the forefront of cultural fusion fashion. Over the years, the company has evolved from a small atelier to a recognized name in the fashion industry, known for its unique blend of traditional craftsmanship and modern design principles.

Mongolian culture, with its deep history and distinctive ethnic characteristics, provides a continuous source of creativity for the TCCEC brand's designs (Khoso, 2018). The clothing

features traditional Mongolian patterns, colors, and craftsmanship, aiming to showcase the charm of China's diverse cultures to the world. However, in the rapidly changing fashion market, the TCCEC brand faces the challenge of combining traditional culture with modern aesthetics (Zhou & Yang, 2019). Despite its rich cultural heritage and unique designs, the brand's market performance has not met expectations, largely due to deficiencies in internal marketing strategies (Kapferer, 2012).

As the TCCEC brand grew, it faced the dual challenge of staying true to its cultural roots while adapting to the ever-changing landscape of the fashion industry. This delicate balance has been the driving force behind the brand's strategic decisions and the focus of this research paper.

Precise brand positioning, innovative product development, effective marketing campaigns, and excellent customer service (Kotler & Keller, 2016). This paper aims to conduct a comprehensive review of the current marketing strategies of the TCCEC brand through focus groups, in-depth interviews, and document analysis. The research will identify shortcomings in brand positioning, product development, marketing activities, and customer service and explore the reasons why existing strategies have failed to adapt to market changes (Hult, Ketchen, & Griffith, 2017).

By conducting an in-depth analysis of WANG Company's TCCEC brand, this paper will propose a series of innovative marketing strategies designed to enhance the brand's market adaptability and overall performance. The research findings are expected to provide valuable references and strategic recommendations not only for the TCCEC brand but also for other fashion brands seeking to strike a balance between tradition and modernity (Kapferer & Bastien, 2012).

## **2. Research Questions**

WANG Company, founded by a Mongolian couple deeply rooted in the traditions of Inner Mongolia, China, has established a unique position in the fashion industry with its TCCEC (Traditional Chinese Culture Element Clothing) brand. Despite its strong cultural heritage and innovative designs integrating Mongolian elements, it has struggled to keep pace with the evolving market demands. This section outlines the research questions to identify the gaps in the company's current strategies and propose new approaches to enhance its market performance.

**RQ1:** In what ways do TCCEC's current product design and marketing communication strategies fail to meet the expectations of its target demographic regarding cultural authenticity and modern fashion trends, and how can these be better aligned?

To decipher the misalignment between TCCEC's current strategies and its target demographic, a comprehensive market research approach is imperative. Engaging in surveys and interviews facilitates a direct dialogue with consumers, surfacing their values, preferences, and expectations in the realm of fashion (Zikmund & Babin, 2010; Kumar et al., 2010).

Analyzing customer feedback and sales data is a critical mechanism for assessing the market performance of various product offerings. This analysis can reveal insights into consumer acceptance and highlight areas for product improvement or discontinuation (Kohli & Jaworski, 1990; Narver & Slater, 1990).

Furthermore, evaluating brand engagement metrics is essential to understanding the brand's resonance with its audience. Social media interaction, website traffic, and customer loyalty programs indicate consumer interest and commitment. A brand's ability to engage consumers on these platforms is increasingly linked to its market success (Smith et al., 2012; Mangold & Faulds, 2009).

By examining these metrics, TCCEC can gain a more nuanced understanding of its target demographic's behavior and preferences, allowing for strategic adjustments that enhance brand alignment and consumer satisfaction.

This research question seeks to understand the shortcomings of WANG Company's current strategies and operations in addressing the dynamic nature of the fashion market. It will explore why the brand's present approach has not been sufficient to satisfy consumers' shifting preferences and needs (Kapferer, 2012).

**RQ2:** What are the critical internal (e.g., organizational structure, company culture) and external (e.g., consumer behavior, competition) factors impeding TCCEC's ability to adapt its marketing strategies to technological advancements and shifts in the fashion industry?

A SWOT analysis is an indispensable tool to unravel the ineffectiveness of TCCEC's marketing strategies. This methodical examination will reveal the company's internal strengths and weaknesses, as well as the external opportunities and threats that it faces in the dynamic fashion market (Hill & Westbrook, 1997; Ertas & Sezgin, 2016). By identifying these factors, TCCEC can better tailor its strategies to capitalize on its strengths, mitigate weaknesses, pursue opportunities, and navigate threats. Furthermore, a comparative analysis of competitors who have adeptly adapted to market shifts offers valuable insights. Case studies of such competitors can illuminate best practices and strategic maneuvers that have contributed to their success, providing a benchmark for TCCEC to emulate or improve upon (Kotler & Keller, 2016; Wang et al., 2012). In addition to these internal and competitive analyses, a thorough review of industry reports is essential. These reports often contain comprehensive data on broader trends in consumer behavior and technological advancements, which can significantly influence marketing strategy. Understanding these macro-level trends is crucial for TCCEC to anticipate market changes and adapt its strategies proactively (Smith & Cooper, 2015; Keinänen et al., 2016). By integrating the findings from the SWOT analysis, competitor case studies, and industry reports, TCCEC can develop a more robust and responsive marketing strategy that aligns with the current market landscape and consumer expectations.

**RQ3:** What specific innovative branding and marketing strategies, such as digital engagement or cultural events, can TCCEC adopt to resonate with modern consumers' sustainability and cultural appreciation values while leveraging its unique Mongolian heritage?

A multifaceted approach is essential to determining innovative strategies that resonate with contemporary consumer sensibilities. First, a deep dive into current consumer trends is imperative, with a particular focus on cultural appreciation and its intersection with fashion. Understanding these trends allows TCCEC to anticipate and meet the evolving desires of its target market (Phau & Teah, 2009; Cui & Liu, 2018). Collaboration with fashion influencers and cultural ambassadors can significantly amplify the brand's message. Co-branded campaigns,

underpinned by strategic partnerships, can create a synergistic effect that enhances brand visibility and appeal (Truong, Simmons, & MacLaran, 2019; O'Connor & Breen, 2019). These collaborations should be carefully curated to align with the brand's ethos and the influencers' audience demographics.

Moreover, exploring innovative marketing channels is vital for expanding TCCEC's reach. Augmented reality (AR) for virtual try-ons provides an interactive and immersive shopping experience, which can be particularly enticing for the tech-savvy consumer (Kim & Oh, 2018; Schreiner et al., 2019). Additionally, leveraging e-commerce platforms enables TCCEC to transcend geographical boundaries and engage with a global customer base.

This research question is designed to identify new strategies that the WANG Company could adopt to maintain its relevance and competitiveness. It will consider innovative approaches to brand positioning, product development, and marketing that are in tune with current consumer trends, thereby ensuring that the brand remains at the forefront of the fashion industry (Lafferty & Hult, 2001; Hult et al., 2011).

RQ4: What constitutes a comprehensive action plan for the phased implementation of new marketing strategies at TCCEC, detailing the timeline, resource allocation, change management processes, and key performance indicators linked to tangible outcomes?

To develop a detailed action plan for implementing new marketing strategies: Set clear objectives and milestones with a defined timeline for achieving each strategic goal.

Allocate resources, including budget, personnel, and technology, to support the new initiatives. Establish KPIs directly linked to measurable outcomes and regularly review progress against these indicators.

Focusing on the practical application of strategies, this question will develop a detailed plan for implementing new marketing strategies (any ref to support this statement?). It will include a timeline, allocation of resources, and key performance indicators to measure effectiveness (Kotler & Kartajaya, 2010).

RQ5: How will the proposed marketing strategies influence TCCEC's market performance across specific KPIs such as sales volume, customer lifetime value, customer acquisition cost, and net promoter score, and what methodologies will be employed to measure these impacts?

To assess the efficacy of TCCEC's marketing strategies on market performance, it is imperative to define specific KPIs that serve as quantifiable measures of success. These KPIs may include sales volume, market share, customer retention, and brand reputation, all of which are critical indicators of the company's standing in the market (Kaplan & Norton, 2001; Smith, 2015). Employing data analytics to monitor changes in these KPIs is a vital step in understanding the impact of marketing initiatives. By tracking these metrics before, during, and after the implementation of new strategies, TCCEC can gain insights into the effectiveness of its marketing efforts and make data-driven adjustments as needed (Chen et al., 2018; Goode & McElroy, 2017). Furthermore, conducting post-implementation reviews is essential for evaluating the success of the strategies and identifying areas for improvement. These reviews should encompass a comprehensive analysis of the marketing initiatives, their outcomes, and the

overall market response (Rust et al., 2004; Macdonald et al., 2007). The ultimate goal of this evaluation process is to determine the anticipated impact of the implemented marketing strategies on WANG Company's market performance. Metrics such as sales volume, brand loyalty, and consumer satisfaction will be considered to assess the success of the new strategies. This assessment will provide valuable feedback for refining future marketing approaches and ensuring that TCCEC remains competitive in the dynamic fashion industry (Smith, 2015; Keinänen et al., 2016).

### 3. Research Methods

This study utilized a variety of qualitative research methods to gain a comprehensive understanding of the current market position of the TCCEC brand and the effectiveness of its strategy. A total of 12 people participated in focus groups, which were divided into two groups to ensure diversity of consumer perspectives. In-depth interviews were conducted with five members of the marketing team to gain an internal picture of the company's strategy execution. Given the unique cultural foundation of WANG Company and its distinctive approach to integrating Mongolian elements into its designs, the following methods are utilized to explore the research questions:

**Focus Groups:** We organize focus groups with consumers from diverse backgrounds to gather their perceptions and suggestions regarding the TCCEC brand and its products. These discussions aim to capture a wide range of consumer insights and identify areas where the brand resonates or falls short of expectations. By facilitating an open dialogue, focus groups serve as a valuable method for obtaining in-depth consumer feedback, allowing for the exploration of participants' attitudes, beliefs, and behaviors in a social context (Krueger & Casey, 2015).

**In-Depth Interviews:** One-on-one interviews are conducted with members of the marketing team to gain an internal perspective on the execution of the company's strategies. These interviews seek to understand the challenges and opportunities from the viewpoint of those directly involved in marketing operations and strategy formulation. In-depth interviews are chosen for their ability to provide detailed insights into the experiences, motivations, and perspectives of individuals, offering a nuanced understanding of internal dynamics and strategic decision-making processes (Seidman, 2013).

**Document Analysis:** A thorough analysis of internal company documents and meeting records is performed to assess the processes of strategy development and implementation. This method allows the research to delve into the historical and procedural aspects that may influence the brand's ability to adapt to market changes. Document analysis is a critical component of qualitative research, providing a means to examine the official records and communications that shape organizational practices (Bowen, 2009).

These qualitative methods are chosen for their ability to provide rich, nuanced data that can reveal underlying issues and potential areas for strategic improvement. Combining the insights from consumers, the marketing team, and internal documentation, the study aims to construct a well-rounded understanding of the TCCEC brand's current situation. This integrated approach

will inform the development of meaningful recommendations for the brand's future, ensuring that the strategies proposed are grounded in a deep understanding of both consumer expectations and internal capabilities.

#### **4. Results**

The results of our research indicate that TCCEC's current strategies have not fully met the expectations of its target demographic regarding cultural authenticity and modern fashion trends. Specifically, our focus group discussions with 12 participants revealed a desire for a more engaging social media presence and a stronger narrative that connects with consumers' values. The results from our research dive into the TCCEC brand's standing in the market and how well its strategies are playing out. Here is what we found for each of our big questions:

**RQ1: How does the brand miss the mark with its target crowd?**

In our focus groups and surveys, we have gathered valuable feedback indicating that while opinions vary on TCCEC's blend of traditional and modern approaches, there is a unanimous call for the organization to enhance its social media strategy.

**RQ2: What's holding the brand back from keeping up with change?**

Our one-on-one chats with the marketing team revealed issues in their strategies, mainly due to details like decision-making and resource allocation. Also, broader challenges like competition and changing consumer preferences must be recognized.

**RQ3: What fresh ideas can shake things up for the brand?**

Our conversations and surveys with everyday consumers made it clear that they appreciate marketing combining technology with tradition. The more we talked, the more obvious it became that using the latest online tools and social media is essential for promoting the brand effectively.

**RQ4: How do we put these new strategies into action?**

Based on our feedback, we created a detailed plan outlining what needs to be done and when. It includes a timeline and a list of necessary resources, providing a clear roadmap to get things done effectively.

**RQ5: How will these changes move the needle for the brand?**

These new strategies will significantly boost our brand's sales, customer loyalty, and market perception. We will closely monitor what consumers say after the changes to see how much things have improved.

By digging deep with interviews, group talks, and looking over documents, we have put together a solid picture of where the TCCEC brand is at and where it is headed. Our findings give us a good starting point for making some smart moves for the future.

## 5. Discussion

After digging through the research, it's clear there are a few spots where TCCEC can step up its game:

**Brand Positioning** A pivotal takeaway from our research is the necessity for TCCEC to articulate a precise and compelling brand identity. The clarity of what the brand represents and who its target audience is, is essential for resonating with customers and distinguishing itself amidst competitive clutter. A well-defined brand image not only attracts but also retains customers, serving as the cornerstone upon which all other brand elements are built (Aaker, 1996). The process of brand positioning involves strategic decisions that differentiate a company's offerings from those of its competitors (Kapferer & Bastien, 2012). It requires a deep understanding of the target market's needs, preferences, and values, which TCCEC can leverage to craft a brand promise that resonates on a personal level with its audience (Kotler & Keller, 2016). Moreover, a clear brand position is crucial for guiding all marketing communications and ensuring consistency across all customer touchpoints. This consistency is key to building brand recognition and fostering trust among consumers (Dolich, 1999; Keller, 1993). To support this argumentation, we draw upon established literature emphasizing the impact of brand positioning on consumer perception and brand success. By integrating these insights, TCCEC can fortify its market position and enhance its competitive advantage.

**Product Development** A cornerstone of our strategic recommendations for WANG Company is a deeper investment in understanding customer desires and behaviors. By immersing in market research and consumer insights, WANG Company can innovate products that not only meet but exceed customer expectations, creating a fervent customer base eager for each new offering (Ulwick, 2002; Kotler & Keller, 2016). The adage that "product is the king" holds particularly true in the fashion industry, where trends are volatile and consumer tastes are diverse. Therefore, it is imperative for WANG Company to engage in continuous product development that is informed by a deep dive into the needs and preferences of its target market. This approach will ensure that the products resonate with consumers on both a functional and emotional level, thereby increasing the likelihood of product success in the market (Urban & Hauser, 1993; Martin & Horne, 2005). Moreover, aligning product development with customer feedback is a proven strategy for fostering customer loyalty and advocacy. When customers feel heard and valued, they are more likely to become repeat purchasers and brand ambassadors, further amplifying the reach and reputation of TCCEC (Reichheld, 2003; Kumar, Aksoy, Donkers, de Jong, Verhoef, & Wiesel, 2010). In essence, a customer-centric approach to product development is a strategic imperative for WANG Company. It is the key to unlocking sustained competitive advantage in the dynamic fashion landscape.

**Marketing Activities** The imperative for TCCEC to revitalize its marketing approach is straightforward. The brand must embrace innovative strategies that break from conventional tactics and captivate the market's attention. Engaging in creative campaigns not only stimulates conversation around the brand but also fosters a community of enthusiasts who are eager to be part of the brand's story (Kotler & Keller, 2016; Schmitt, 1999). In the realm of marketing, innovation is the catalyst for brand visibility and engagement. By thinking outside the box, TCCEC can employ unique and interactive marketing methods that resonate with its audience

on a deeper level. This could include leveraging digital platforms, integrating storytelling into marketing narratives, and utilizing cutting-edge technologies to create immersive brand experiences (Smith & Taylor, 2004; Hult et al., 2011). Moreover, creative marketing campaigns are instrumental in shaping consumer perceptions and driving brand loyalty. When executed effectively, these campaigns can transform customers into advocates, exponentially increasing the brand's reach and influence (Keller, 1993; Fournier, 1998). In essence, for TCCEC, the path to a stronger market presence lies in its ability to craft and execute marketing activities that are both innovative and aligned with consumer expectations. By doing so, the brand can not only maintain its current fan base but also attract a new wave of customers who are drawn to its fresh approach.

**Customer Service** Excellence in customer service stands as a cornerstone of TCCEC's strategy, underscoring the brand's commitment to fostering lasting relationships with its clientele. By prioritizing top-notch service, TCCEC can cultivate an environment where customers feel genuinely valued and cared for. This approach not only encourages repeat business but also stimulates organic word-of-mouth promotion, as satisfied customers are often the brand's most effective advocates (Reichheld & Sasser, 1990; Hennig-Thurau et al., 2004). The impact of exceptional service on customer loyalty is well-documented; customers who experience high levels of service quality are more likely to remain loyal to a brand over time (Oliver, 1999). Loyal customers not only contribute to increased revenue through repeat purchases but also reduce acquisition costs by eliminating the need to attract new customers (Reichheld, 2003). Moreover, they serve as a source of social proof, enhancing the brand's reputation and attracting new clientele through their recommendations. Furthermore, a customer-centric service strategy aligns with contemporary marketing paradigms that emphasize the importance of customer experience and satisfaction in building brand equity (Pine & Gilmore, 1998; Schmitt, 1999). By focusing on creating memorable service experiences, TCCEC can differentiate itself in the crowded fashion market and establish a competitive advantage based on its commitment to customer care. In conclusion, prioritizing customer service is more than a strategic choice for TCCEC; it is a philosophy that, when integrated into the brand's operations, can significantly enhance customer satisfaction, loyalty, and overall market performance.

## 6. Conclusion

The qualitative research conducted for the TCCEC brand has yielded a comprehensive set of strategic recommendations aimed at enhancing the brand's market adaptability and overall performance. The study underscores the critical need for WANG Company to align the TCCEC brand's strategies with the dynamic preferences of its consumers, ensuring a stronger market presence.

**Product Development** Aligning product development with customer demand is a strategic imperative for WANG Company. This approach is essential not only for fostering continuous innovation but also for ensuring that the products meet the needs and desires of consumers. By focusing on consumer-centric product development, WANG Company can anticipate market trends and preferences, leading to the creation of products that are both innovative and relevant



to the target market (Ulwick, 2002; Kotler & Keller, 2016). Satisfying customer needs directly influences customer satisfaction and loyalty. A satisfied customer base is more likely to become repeat purchasers, contributing to a steady increase in customer loyalty for TCCEC. This loyalty, in turn, serves as a distinguishing factor among competitors, as outstanding products and services can significantly enhance the brand's reputation and market position (Reichheld, 2003). The impact of customer-demand-aligned product development on customer retention and brand image is profound. Increased retention rates indicate not only a robust consumer base but also a strong affinity for the brand, which is crucial for long-term business success. A solid brand image, built on a foundation of exceptional products and services, can provide TCCEC with a competitive edge in the market (Aaker, 1996). In summary, prioritizing customer-demand-aligned product development is a strategic move for WANG Company that promises to drive innovation, enhance customer satisfaction and loyalty, and ultimately, solidify the brand's market presence.

**Marketing Campaigns** Strategic marketing campaigns are instrumental in amplifying a company's visibility and consumer engagement. For TCCEC, employing wildly creative and interactive methods is not just beneficial but vital for elevating the brand's profile and captivating a more extensive consumer demographic. The adoption of innovative marketing strategies is essential to enhance brand awareness and forge connections with potential customers, thereby broadening the brand's market reach (Kotler & Keller, 2016; Smith, 2015). Interactive marketing, in particular, fosters two-way communication between the brand and its audience, which is critical in today's consumer-driven market. By leveraging digital platforms and social media, TCCEC can initiate conversations and create a community around its brand, leading to increased consumer participation and loyalty (Kotler & Kartajaya, 2010). Moreover, creativity in marketing campaigns should not be an end in itself but a means to resonate with the brand's core values and the consumers' aspirations. Effective marketing is measured not only by its ability to attract attention but also by its relevance and appeal to the target audience's sensibilities (Bastien & Kapferer, 2012). In essence, the strategic deployment of creative and interactive marketing campaigns is a cornerstone of TCCEC's efforts to bolster its market presence. These campaigns must be underpinned by a deep understanding of consumer behavior and a clear vision of the brand's unique selling proposition.

**Customer Service Outstanding** Providing exceptional service is crucial for any business, as it not only strengthens the relationship with customers but also broadens the brand's appeal. By focusing on delivering family-oriented services and creating shared experiences of enjoyment and fun, TCCEC can set itself apart through its commitment to excellence in customer care. This approach is likely to increase customer retention rates and enhance the brand's reputation, which are both key indicators of a successful business strategy (Reichheld & Sasser, 1990; Heskett et al., 1994). The concept of service quality is closely linked to the overall customer experience and satisfaction. A high level of service can lead to positive word-of-mouth, which is a powerful marketing tool that can significantly influence potential customers' perceptions and buying decisions (Kotler & Keller, 2016; Zeithaml, Bitner, & Gremler, 2018). Moreover, a strong service culture within an organization fosters customer loyalty, which is essential for long-term success in a competitive market (Oliver, 1999). TCCEC's strategy should emphasize creating personalized and memorable service experiences that align with the brand's values and resonate

with its customers' expectations. By doing so, TCCEC can build a loyal customer base that serves as a foundation for sustainable growth and a strong market presence.

**Strategic Recommendations** The strategic recommendations emerging from this research serve as a blueprint for WANG Company to navigate the intricate landscape of fashion manufacturing. By focusing on key strategic pillars—brand positioning, product development, marketing practices, and consumer experience—TCCEC can sharpen its competitive edge and solidify its standing as a significant player in the market. Brand Positioning should be centered on a clear and distinct identity that resonates with the target audience, as emphasized by Aaker (1996), who discusses the importance of a strong brand in creating customer value and loyalty. Product Development must be driven by an in-depth understanding of consumer needs and market trends, aligning with Ulwick's (2002) concept of customer-driven innovation that leads to the creation of products that truly meet market demands. Marketing Practices should employ creative and interactive strategies that amplify the brand's visibility and engage consumers, as suggested by Kotler & Keller (2016), who highlight the role of integrated marketing communications in building brand equity. Consumer Experience must be maintained at a high standard to foster customer satisfaction and retention, a point underscored by Reichheld & Sasser (1990) in their work on the impact of quality service on business performance. These strategic pillars form the foundation upon which TCCEC can build its market presence and achieve sustainable growth. By implementing these recommendations, TCCEC will not only address its current challenges but also set the stage for future success in the dynamic fashion industry.

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