

The Innovation of Clothing Marketing Strategy Integrating Sichuan Yi Ethnic Costume Culture

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Abstract: Yi nationality clothing is the splendid flower of Yi nationality. The Yi costume of Liangshan is a microcosm of the historical development of Liangshan, and also a deep-seated cultural symbol. It is an important carrier for tracing ancestors, storing culture, recounting ancient records and inheriting tradition. It has been called "the living fossil of national art" by many scholars and historians. This paper examines the market strategy of Sichuan Yi nationality clothing market in detail based on the theoretical and practical research. Then work out a set of scientific and effective marketing strategy. This has played a positive role in the healthy development of the minority clothing industry in Sichuan.

Keywords: Sichuan Yi Nationality; Dress Culture; Marketing Strategy; Marketing Innovation.

1. Introduction

The traditional dress pattern of Yi nationality, with its unique form and rich humanistic connotation, occupies an important position in China's national dress. In Yunnan, Sichuan, Guizhou and Guangxi provinces, most of the Yi people live in high mountains and mountains. Due to the geographical isolation, the original and unique cultural characteristics of the Yi people have been relatively well preserved. The traditional clothing patterns of the Yi nationality are the concrete expression of the Yi people's knowledge and perception of beauty in their clothes, and then through continuous enrichment and optimization, they are more diverse and more beautiful, and can better express the traditional culture of the Yi nationality, so that the Yi nationality's clothing can better express the aesthetic and cultural connotation [1]. With its rich content and unique personality, the traditional clothing pattern of the Yi nationality has become the most iconic national culture. Because of its unique aesthetic and cultural significance, the traditional clothing patterns of Yi people have become the fashion used by contemporary fashion designers in the limited space. The Yi costume culture is an indispensable part of the Yi aesthetic culture. It is not only an important way to carry forward the Yi culture, but also to show the characteristics of the Yi culture and enrich the connotation of the Yi culture to understand the Yi culture from the pattern of the Yi national clothing. This paper makes a comprehensive survey of the Yi clothing in Sichuan [2]. Then explore a scientific and rational approach to the development and improvement of Sichuan Yi national clothing market. So as to promote the healthy development of Sichuan tourism.

2. The Application of Contemporary Yi Costume Patterns

2.1. Combine with the positioning of clothing and make creative use of Yi ethnic elements

In the design of clothing, the most important thing is to make appropriate clothing according to the functional needs

of the object group to be satisfied by the clothing. For example, with the personality of the Yi nationality as the sales object, its target group is mainly some people who have heard of it but do not understand it very well. Therefore, the design of their products should reflect their cultural connotation, rather than just display their clothing [3]. The paper will promote the products with the characteristics of Yi nationality, such as Aitelai silk. This will bring good points to the styling characteristics of the clothing. There are many types of clothing, but their national characteristics are unchanged, not to restrict the use and application of clothing characteristics, is the ultimate destination of applying styles with national characteristics to contemporary clothing design.

2.2. The consumption psychology of Yi national clothing is applied differently

Clear consumer psychology is different from age, region and group, for example, young, middle-aged, elderly people in the same practical product choice is very different, young people will have an impulse to buy, middle-aged people will think a little about it, the elderly will find a cheaper alternative [4]. This shows that due to the regional differences of the audience, the costume design is also very different, and designers are required to integrate the psychological factors of consumers into the design when using the ethnic characteristics of the Yi people. Young clothing in the use of national characteristics, should be as simple as possible to choose patterns. For middle-aged people, their clothing requirements are more stable, and when using these national characteristics, it should be carried out at the same time in color and collocation. The Yi animal horn, vortex and other designs with gold, yellow and other solemn tones of integration. Coupled with the national characteristics of the Yi people. It can add the embellishment of the font on the decorative pattern, which can make the original old color glow with a different style.

2.3. Attach importance to the comprehensive application of plant patterns

There are a wide variety of animal and plant patterns on Yi clothing, including powerful beasts, docile birds, exotic flowers and grasses, various kinds of insects, and some

ordinary flowers. Clothing is a combination of "God" and "type", its external image should have a special aesthetic meaning, and its inner should have a good cultural heritage [5]. In contemporary Yi costume design, most of them use the way of "form and spirit isomorphism" to express the animal and plant patterns of the Yi nationality, and strive to reproduce the vivid animal and plant patterns to the maximum extent, and use artistic processing methods to personalize and specialize various animal patterns, so as to highlight the true sense of animal and plant patterns in different application scenarios. In the process of constantly improving the modern design ideas of Yi clothing patterns, a large number of animal and plant patterns have created a good application for its development, so that it can not only reflect the contemporary aesthetics, but also integrate its own characteristics into the mainstream aesthetic atmosphere. This achieves a good combination of national costume culture and contemporary popular costume culture.

3. Theoretical Basis of Marketing Strategy of Yi Ethnic Clothing in Liangshan City

In this study, three factors including tourism situation, market stimulus and individual consumption decision-making are included in tourism consumption decision-making. Tourism context refers to the environmental factors that affect the purchasing decision of tourists in the specific location of tourism region. Since the tourism scene is often changed and includes uncontrollable factors such as purchase purpose, shopping environment, shopping convenience and emotions at the time of purchase, the model element of tourism scene is the most difficult to determine. Marketing incentive refers to the use of specific marketing strategies or marketing methods to stimulate the consumption of tourism consumers, which is also the core content of this project [6]. The human factor refers to the process of the change of tourists' mentality, which is mainly manifested in the tourists' attitude towards national costumes, inherent shopping customs and individual characteristics. Figure 1 shows the conceptual architecture of the new pattern.

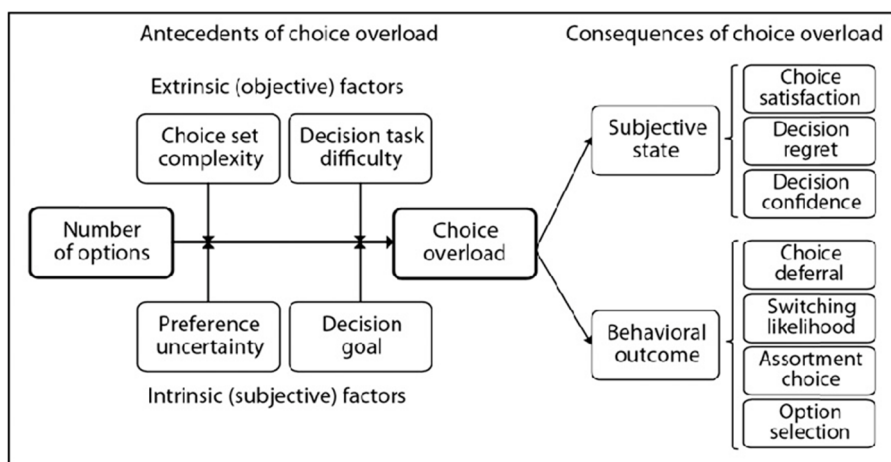


Figure 1. Purchasing behavior model of travel consumers

4. Investigation and Research on Marketing Strategy of Yi Ethnic Clothing in Liangshan City

4.1. Purpose and content of the investigation

The purpose of this study is to understand the specific behavior of Yi tourists in Liangshan City when they buy national costumes, and to understand their consumption habits and behavior characteristics in detail. The first hand information obtained is sorted out and analyzed, which provides a basis for the subsequent empirical research.

4.2. Survey Objects

This study takes the Yi tourists in Liangshan City as the research object, and the minority clothing market in the Yi area of Liangshan City as the research area, so as to obtain the accurate and convenient data. A total of 300 visitors were surveyed and a total of 300 questionnaires were issued, of which 262 were recovered. Through these questionnaires were sorted out and rational analysis. A total of 255 valid questionnaires were obtained, and the effective rate was 85%.

4.3. Questionnaire design

This project intends to conduct a survey on the data of Yi consumers' shopping behavior and national clothing, and comprehensively formulate corresponding questionnaires according to the tourism characteristics, tourism status and tourists' consumption habits of Liangshan City. This research mainly includes three aspects: First, multiple choice of tourists' basic information, mainly involving basic information, such as gender, age, education level, occupation, income, etc. The second chapter makes a questionnaire survey on the purchasing behavior of consumers, including purchasing role, purchasing frequency, purchasing channels and purchasing pricing [7]. The third part is a survey of tourists' cognition level of Yi's tourism memory, which mainly includes tourists' feeling of tourism experience, feeling of tourism environment and feeling of tourism souvenir sellers' service attitude. The questionnaire design of this study fully includes all the variables and assumed elements in the tourist consumption behavior model established by us, which can fully reflect our research needs and experience analysis.

4.4. Survey data analysis and research

4.4.1. Form of basic tourist information survey

Table 1. Basic tourist information questionnaire

		Frequency	Percent
sex	Male	113	44.12%
	Female	143	55.88%
Age	0 to 18	27	10.62%
	18 to 25	78	30.64%
	26-44	50	19.61%
	44-64.	35	13.89%
	Over 65 years old	64	25.25%
occupation	Enterprise/public institution staff	21	8.17%
	Government staff	17	6.54%
	Clerk	27	10.62%
	Self-employed person	31	12.25%
	Pupil	46	17.97%
	Retired personnel	8	3.27%
	freelancer	19	7.35%
	Education/health/research/cultural practitioners	14	5.31%
	Other practitioners	73	28.51%
Place of Residence	Northeast region	27	10.62%
	North China	60	23.69%
	Central region	39	15.11%
	Southern region	40	15.52%
	Western region	89	35.05%
Income	Less than 1500 yuan	22	8.58%
	1501 ~ 3000 yuan	100	39.22%
	3001 ~ 5000 yuan	48	18.79%
	5001 ~ 8000 yuan	25	9.80%
	Over 8001	60	23.61%

4.4.2. Analysis of the basic purchase status of Yi ethnic costumes

This paper focuses on the importance of ethnic clothing in

tourism, the number of times tourists buy ethnic clothing in ethnic tourism areas, the way to buy ethnic clothing, the appropriate price of ethnic clothing and so on.

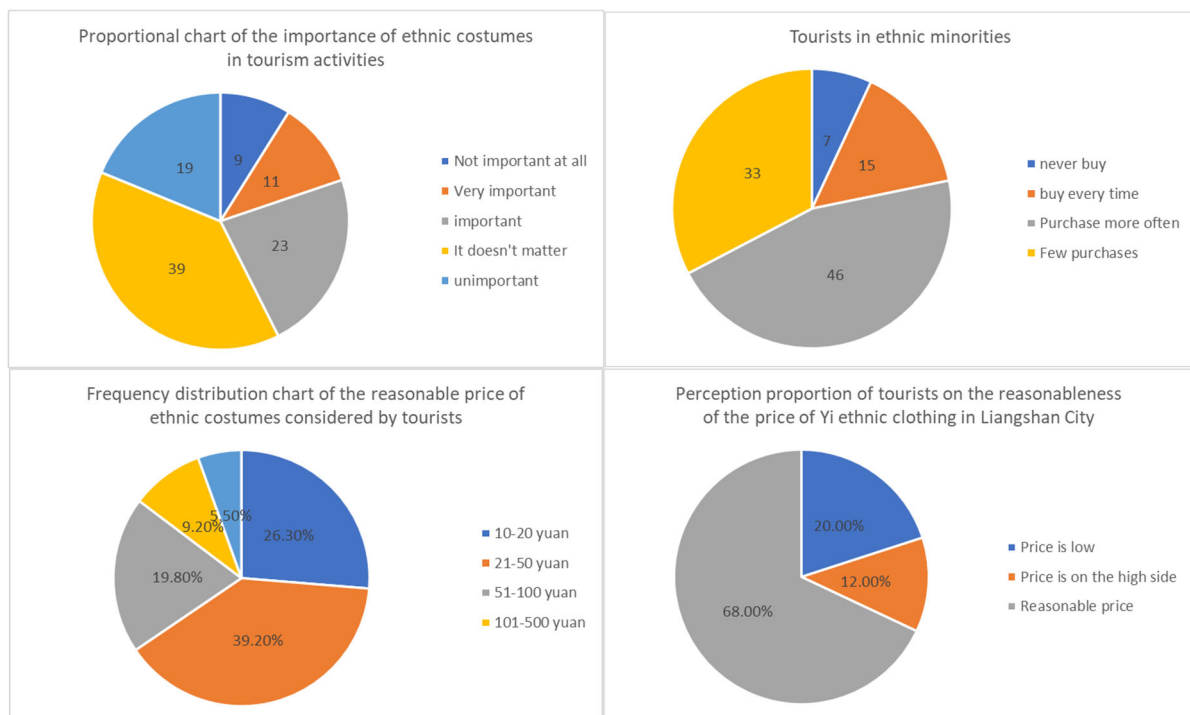


Figure 2. Analysis chart of basic purchase status of Yi ethnic clothing

Table 2. Purchase channel questionnaire

topic	Options	N	Percent
How do you usually buy tourist souvenirs	Never buy	4	1.63%
	Guide recommendation	30	11.85%
	Scenic spot	25	9.80%
	Commercial street, stall sales point	43	16.75%
	Souvenir shop	53	20.83%
	Department store or supermarket	21	8.17%
	Exhibition venue	40	15.52%
	Other channels	39	15.44%

4.4.3. Analysis of the perception of Yi ethnic costumes

(1) Tourists think that the price of Liangshan Yi ethnic costumes is reasonable. (2) Tourists' perception of the

shopping environment of Yi ethnic clothing in Liangshan City. (3) Tourists' perception of service attitude of marketing staff in Liangshan tourist shopping places. (4) Tourists think that Liangshan Yi ethnic costumes have national characteristics.

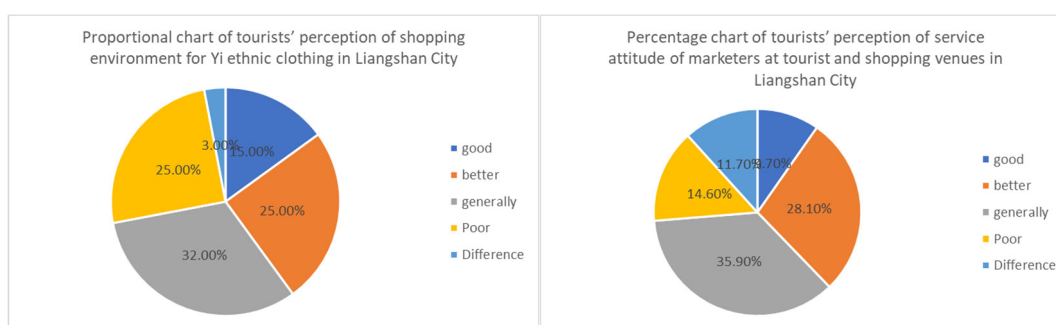


Figure 3. Analysis of the perception of Yi ethnic costumes

5. Analysis and Research on Marketing Strategy of Yi Ethnic Clothing in Liangshan City

5.1. Market promotion of Yi clothing brand in Liangshan City

In view of the national costume of Yi nationality in Liangshan City, people must determine the target of tourists and divide them into different levels according to their cultural level, interests, customs, aesthetic taste and other factors [8]. It is integrated with the regional characteristics of the Yi nationality, so that every tourist can feel its unique tourism atmosphere and local customs in the characteristics of the goods. Only by integrating the original cultural concepts into the shape of Yi clothing products can people create a unique cultural brand of national clothing in the Yi area of Liangshan City. Since the historical origin of tourism products is the most important factor for tourists to buy products in order to commemorate the tourism experience, the Yi clothing culture with regional characteristics and individual characteristics of Liangshan City is its main spiritual core. The purchasing behavior of tourists is fundamentally their commodities, so the best marketing strategy should be local, reflect their regional characteristics, and make their national clothing reflect the unique culture and customs of the Yi people in Liangshan City, so as to attract more tourists to buy.

5.2. Marketing strategy for the price of Yi ethnic costumes in Liangshan City

Tourism consumers are very sensitive to the price factors of national clothing. Therefore, when designing the market

strategy of the commodity, it is necessary to weaken its integrity and high price. According to the price factors, the product of different levels and quality must be clearly positioned, and the price range acceptable to each tourist is different. It is necessary to make a reasonable difference in the price of national clothing, so that tourists can find their most satisfactory psychological price in the selection process. Secondly, to establish a scientific national clothing market pricing mechanism [9]. It is necessary to give full play to the role of price leverage, according to the needs of the tourism market and customers, appropriately adjust the three price systems of tourism off-season, shoulder season and peak season, and maintain their relatively stable state, so as to ensure that in the development process, all aspects can maintain a smooth connection.

5.3. Liangshan Yi national clothing marketing strategy

The marketing strategy at the level of marketing services is also an important part of the Yi clothing market. It is necessary to combine with the popular trend of international and domestic tourists to develop a sales mix and promotion strategy of special tourism souvenirs with strong targeting and significant promotion effect, so as to truly enhance the brand and reputation of the brand based on the target market of special tourism souvenirs. Thus attracting more customers and going deep into the market, thereby increasing its market share. There are three marketing strategies at the level of marketing services: first of all, the implementation of "one product based, and other" marketing combination, that is, only sell a unique souvenir, you can choose more patterns, dazzling, prevent similarity, improve attractiveness and competitiveness. Second, the sales staff of the national

clothing market are specially trained, so that each sales staff has a good service attitude and good service quality, so that tourists can get the best service experience when buying national clothing, and have a feeling of returning home. Third, people should do a good job in marketing and create a good shopping atmosphere. Only skilled use of sales skills, grasp the psychology of consumers in order to create a consumer environment, in order to let tourists dare to spend. With high-quality software services as the guarantee, set up a series of service systems such as guiding shopping, consulting shopping, voluntary shopping, issuing a quality guarantee certificate for the goods sold, and responsible for packaging and transportation.

6. Conclusion

The Yi culture is one of the glorious cultural heritages of China. Analyse and study are helpful for us to have a comprehensive understanding of the history, culture and art of the Yi nationality, so as to further inherit and develop the Yi culture and gain new vitality. Through the statistical analysis of the questionnaire, it is found that the impulsiveness and conformity of the tourists' original shopping habits are what motivate the tourists to get the greatest degree in the Yi ethnic clothing in Liangshan City, and the price sensitivity, the product attributes of the ethnic clothing, the service attitude of the sales staff and the surrounding environment of the shopping will have a significant impact on the shopping behavior of tourists. Finally, the purchase behavior of Yi nationality costumes in Liangshan City by tourists is promoted.

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