

Business Performance of Selected Apparel Companies in Jiangxi, China Through Media Marketing: Developing A Comprehensive Sales Performance Evaluation Model

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Abstract: This study aimed to analyze the media marketing strategies and business performance of global Chinese garment enterprises, with a focus on developing a comprehensive sales performance evaluation model. The model aims to align with the latest marketing trends, emphasize global business operations, and foster the sustainable growth of Chinese apparel enterprises in an increasingly competitive international market. By understanding the interplay between marketing strategies and business outcomes, this research provides valuable insights into optimizing sales performance in the garment sector. The study adopted a descriptive-comparative-correlational design, enabling an in-depth analysis of the relationships and differences among variables. Data were collected from employees of three well-established garment enterprises in Jiangxi Province: Company A, Company B, and Company C. A total of 323 employees from these companies were randomly selected to ensure a representative sample for the study's objectives. To guarantee the reliability and accuracy of the findings, the investigation employed a standardized assessment tool. This tool was developed using a self-constructed survey questionnaire specifically designed to capture critical data on media marketing strategies and their impact on business performance. The questionnaire assessed various dimensions of marketing efficiency, employee perspectives, and organizational performance metrics. The findings of this study are expected to provide actionable recommendations for Chinese garment enterprises aiming to enhance their global competitiveness. Additionally, the results will contribute to a broader understanding of the strategic role of media marketing in fostering sustainable business growth.

Keywords: Media marketing, Marketing strategy, Business performance, Return on assets, Return on sales.

1. Introduction

1.1. Background of the Study

The influence of media marketing on the transformation of the apparel industry in recent years cannot be overstated. Various media platforms, including channels, blogs, public WeChat accounts, fashion stores, short video applications, and fashion-specific channels, not only disseminate fashion information but also significantly impact the fashion industry (Gao, 2023). China's digital society, comprising over 1 billion netizens, provides a strong foundation for the garment sector to undergo a digital revolution. As of June 2021, China had 638 million online streaming subscribers, a substantial increase from 75.39 million the previous year, accounting for 63.1% of all Internet users. Among these, 384 million individuals used live broadcasts for clothing e-commerce—an increase of 75.24 million from the previous year—representing 38.0% of all Internet users. Gaining a competitive edge in this dynamic market is essential for outpacing competitors.

Recent studies by Liu et al. (2019) and Chen (2020) have highlighted the importance of understanding the dynamics of media marketing within the global fashion sector, particularly when examining the expansion strategies of Chinese garment enterprises. These enterprises leverage social media platforms, digital technologies, and smartphone accessibility to connect with consumers on a global scale, creating numerous opportunities and challenges (Wu & Kim, 2018). The seismic transformation in marketing, driven by media, has profoundly impacted the global fashion sector, with Chinese garment enterprises at the forefront of this change. The strategic

intersection of media marketing and the global reach of these enterprises represents a critical area of research, as evidenced by recent studies in the field (Zhu et al., 2023; Yang & Liu, 2022).

The impact of media marketing is global, but it is essential to recognize the subtle differences that exist at the regional and local levels. Within China, there are significant differences in consumer preferences, economic development, and fashion consumption patterns. Coastal cities such as Shanghai and Beijing have experienced rapid urbanization and have become fashion hubs, attracting both domestic and foreign brands. Conversely, inland provinces may have different levels of market penetration and unique consumer behaviors (Li & Wu, 2019). For Chinese apparel companies operating in the country, understanding the intricacies of these regions is crucial. Globally, the fashion industry operates in a complex web of international trade dynamics, cultural diversity, and varying consumer expectations (Wang & Zheng, 2021). If Chinese apparel companies want to gain a foothold in the global market, they must navigate these complex challenges. The competitive landscape varies by region, with some markets favoring luxury brands while others prioritize affordability and fast fashion (Zhu et al., 2023). Therefore, the ability to adapt media marketing strategies and sales performance evaluation models to these different regional and local contexts is a key determinant of success for global Chinese apparel companies.

The apparel industry was chosen for this study because it is one of the fastest-growing sectors among Chinese enterprises, yet it has rarely been the subject of extensive research in the business sector. Moreover, there is no existing study on the

current media marketing strategies of garment enterprises in China, despite the recent emergence of numerous markets in the industry. In line with this, the present study aims to bridge this gap by evaluating the marketing strategies and business performance of garment enterprises in China, with the goal of developing a sales performance model.

1.2. Statement of the Problem

This study evaluated the media marketing strategies and business performance of global Chinese garment enterprises to develop a comprehensive sales performance evaluation model, based on current marketing trends, that supports global business operations and the sustainable growth of Chinese apparel enterprises.

Specifically, the study provides answers to the following research questions:

- (1) What is the profile of the company in terms of:
 - 1.1 Size of the company;
 - 1.2 No. of employees;
 - 1.3 Capitalization?
- (2) What is the assessment of the media marketing strategies of global Chinese garment enterprises in terms of:
 - 2.1 Product;
 - 2.2 Price;
 - 2.3 Promotion; and
 - 2.4 Place?
- (3) Is there a significant difference in the assessment of the media marketing strategies of global Chinese garment enterprises when grouped according to business profile?
- (4) What is the assessment of the business performance of global Chinese garment enterprises in terms of:
 - 4.1 Market Share;
 - 4.2 Financial Performance;
 - 4.2.1 Return on Assets; and
 - 4.2.2 Return on Sales;
- (5) What is the effect of the media marketing strategies to the business performance of global Chinese garment enterprises?
- (6) Is there a significant difference in the assessment of the business performance of global Chinese garment enterprises when grouped according to business profile?
- (7) Is there a relationship between the media marketing strategies and the business performance of global Chinese garment enterprises?
- (8) Based on the study findings, what sales performance evaluation model could be proposed for the global Chinese garment enterprises?

1.3. Hypotheses

Based on the research goals, the following null hypothesis was proposed:

H01. There is no significant difference in the assessment of the media marketing strategies of global Chinese garment enterprises when grouped according to business profile.

H02. There is no significant effect of the media marketing strategies to the business performance of global Chinese garment enterprises when grouped according to business profile.

H03. There is no significant difference in the assessment of the business performance of global Chinese garment enterprises when the grouped according to business profile.

H04. There is no relationship between the media marketing strategies and business performance of global Chinese garment enterprises.

1.4. Scope and Limitation

This study evaluates the media marketing strategies and business performance of global Chinese garment enterprises to develop a comprehensive sales performance evaluation model, based on current marketing trends, that supports global business operations and the sustainable growth of Chinese apparel enterprises.

The samples for this study were collected from the employees of three selected garment enterprises in Jiangxi Province, namely Company A, Company B, and Company C. A total of 323 employees from these enterprises were randomly selected as the sample for the study.

Because the survey questions were translated into Chinese for the customer respondents to understand, there were some limitations related to the exact use of words and connotations in the translation. However, the translator ensured that all points made in the questionnaire were accurately represented in the translated version.

Time constraints and the study's locale also served as limitations. The study was conducted during the 2023-2024 academic year, with data being collected in the Philippines, while the respondents and garment enterprises were based in China.

2. Methods

In this chapter, the researcher discussed the research design, data management, sampling design, data analysis, and ethical considerations.

2.1. Research Design

The research is based on a descriptive-comparative-correlational approach. The investigation used a standardized assessment tool, which is based on a self-constructed survey questionnaire. A descriptive correlational study is one in which the researcher is primarily interested in characterizing connections between variables, rather than attempting to establish a causal relationship.

The researcher used the descriptive method to assess the media marketing strategy and business performance of the Chinese garment enterprises, the comparative method to describe the differences based on the profile of the respondents, and the correlational method to determine the relationship between marketing strategies and business performance of the garment enterprises.

2.2. Data Management

Online Journals, Articles, and Previous Studies: Relevant and necessary journals, articles, and previous studies related to the subject of this study were used by the researcher to conduct the research, as well as to validate and thoroughly explain the results.

Instrument: The primary data collection method for the present research is the survey questionnaire, which was adapted by the researcher based on the knowledge and theories gathered from the review of related literature. The research instrument is divided into three parts; the first part of the survey questionnaire was used to evaluate the demographic profile of the respondents based on their age, sex, income level, and other relevant factors. The second part of the questionnaire assessed the marketing strategy of the garment enterprises based on the four dimensions of price, promotion, place, and product. The third part of the instrument was used to evaluate the business performance of

the garment enterprises based on customer satisfaction, customer loyalty, and financial performance. There are 10 statements in each of the dimensions of the study.

Reliability: To ensure the reliability of the survey questionnaire, the researcher selected 20 respondents from the population who were not participants in the actual survey to participate in the reliability testing. The Cronbach Alpha reliability test was conducted to confirm the consistency and reliability of the survey questionnaire.

2.3. Sampling Designs

2.3.1. Sample Population

According to Statista (2024), in 2022, China recorded 13,618 apparel and accessories manufacturing enterprises of designated size, of which about 2,000 are located in Jiangxi Province. The number of clothing enterprises has decreased since 2015 in China.

Using a random sampling method, the samples for this study were collected from the employees of three selected garment enterprises in Jiangxi Province, namely: Company A, with about 12% market share in Jiangxi; Company B, with about 15% market share; and Company C, with about 27% market share. A total of 323 employees from these garment enterprises will be randomly selected as samples for the study. To determine the sample size, the researcher used the Raosoft calculator with a 5% margin of error, a 95% confidence level, a response distribution rate of 50%, and a total population of 2,000 employees. This resulted in a sample size of 323. The samples will be distributed equally across the three garment enterprises.

2.3.2. Respondents

The researcher ensured that the participating employees are full time employees who have worked for the company for at least 1 year.

2.3.3. Research Instrument

Survey. The researcher used survey questionnaires to gather the data needed for the study. The survey contains questions intended to be answered by the respondents, and their answers served as the basis for the analysis and discussion of the results. The survey is divided into three sections. The tool used in this study is a set of questionnaires distributed both electronically and manually to business managers and members of marketing teams.

2.3.4. Control Procedure

The study requested business owners and marketing team managers to participate as respondents in the survey, and the sample size was determined based on the population. For internal consistency reliability, the researcher used Cronbach's Alpha to test the reliability. The data collected from the survey were input and processed using the Social Science Statistical Package (SPSS). Respondents who did not meet the required criteria were excluded from the study.

2.4. Statistical Treatment

In the data analyses procedure, the research used the following statistical treatments at 0.05 level of significance. The package/software used for the statistical analyses is Statistical Package for Social Sciences (SPSS) software.

3. Results

3.1. Profile of the Company

The initial phase of analysis involved examining the

profiles of enterprises participating in the study from global Chinese garment enterprises. This profiling was conducted in terms of company size, number of employees, and capitalization, with 323 companies identified based on the study findings.

3.1.1. Size of the Company

The profile of the participating companies for size of company was presented as frequency and percent.

Table 1.1. Profile of the Company in Terms of Size of the Company

Size of the Company	Frequency	Percent
Small	108	33.4
Medium	108	33.4
Large	107	33.1
Total	323	100.00

Table 1.1 determined profile of companies in terms of their sizes, presented as frequency and percentage. The participating companies were classified into small, medium, and large sizes. The study findings revealed that there were 108 small-sized companies, 108 medium-sized companies, and 107 large-sized companies, accounting for 33.4%, 33.4%, and 33.1%, respectively. The collected data showed no disparity or favoritism towards any specific size of global Chinese garment enterprises, indicating that there is space for companies of all sizes to exist and thrive in the global Chinese garment enterprise environment.

3.1.2. Number of Employees

The profile of the participating companies for number of employees was presented as frequency and percent.

Table 1.2. Profile of the Company in Terms of Number of Employees

Number of Employees	Frequency	Percent
Fewer than 100	98	30.3
100-1500	113	35
Above 1500	112	34.7
Total	323	100.00

Presented in Table 1.2 is the profile of companies in terms of their number of employees, presented as frequency and percentage. For this study, the number of employees in the participating enterprises was classified into three categories: fewer than 100 employees, 100 to 1,500 employees, and above 1,500 employees. The results revealed that there were 98 companies with fewer than 100 employees, accounting for 30.3% of the study sample, and 113 companies with 100 to 1,500 employees, corresponding to 35% of the study sample. Additionally, there were 112 companies with more than 1,500 employees. These results align with those presented in Table 3.1, showing that the frequency and percentage of company size correspond with the number of employees in the company. Small-sized companies are expected to have fewer than 100 employees, while medium-sized companies typically have 100 to 1,500 employees, and large-sized companies have more than 1,500 employees.

3.1.3. Capitalization

The profile of the participating companies for capitalization was presented as frequency and percentage.

Table 1.3. Profile of the Company in Terms of Capitalization

Capitalization	Frequency	Percent
Below \$5,000	0	0
\$5,001 - \$35,000	216	66.9
Above \$35,001	107	33.1
Total	323	100.00

In the classification of participating companies based on capitalization (Table 1.3), they were categorized into companies with capitalization of \$5,000, companies with capitalization between \$5,000 and \$35,000, and companies with capitalization of \$35,000 or more. The findings revealed that 216 out of the 323 participating companies had capitalization between \$5,000 and \$35,000, accounting for 66.9% of the study participants. There were 107 enterprises with capitalization of \$35,000 or more, which accounted for

33.1% of the study participants. None of the participating companies reported having a capitalization of \$5,000 or less. This may indicate that global Chinese garment enterprises require more than \$5,000 in capitalization to start or maintain their business operations.

3.2. Assessment of Media Marketing Strategies

The assessment of the media marketing strategies of global Chinese garment enterprises in terms of product, price, promotion, and place is presented in this section of the chapter.

3.2.1. Product

The media marketing strategies of global Chinese garment enterprises were assessed in terms of product. The results are presented in Table 2.1, including the mean, rank, standard deviation, and interpretation.

Table 2.1. Assessment of Media Marketing Strategies of Global Chinese Garment Enterprises in Terms of Product

Question	Mean	Rank	SD	Interpretation
The marketing strategy of this garment enterprise effectively emphasizes the key attributes and benefits of its products.	3.50	4	0.501	Strongly Agree
The consistency of product messaging across various marketing channels, including advertisements, social media, and websites is satisfactory.	3.51	2	0.501	Strongly Agree
The marketing strategy of this garment enterprise meets the expectations regarding product quality.	3.52	1	0.500	Strongly Agree
The level of innovation and uniqueness highlighted in the marketing messages is satisfactory.	3.46	5	0.499	Strongly Agree
The marketing strategy effectively communicates the value proposition of the products offered by this garment enterprise.	3.51	2	0.501	Strongly Agree
Overall	3.50		0.223	Strongly Agree

Legends: 1.00-1.75 – Strongly Disagree; 1.76 -2.50 – Disagree; 2.51 – 3.25 – Agree; 3.26 – 4.00 – Strongly Agree

The results of the assessment of media marketing strategies of global Chinese garment enterprises in terms of product revealed that Question 3, “The marketing strategy of this garment enterprise aligns with my expectations regarding the quality of their products,” had the highest mean of 3.52 with a standard deviation of 0.500, and was interpreted as “strongly agree.” The results also showed that Questions 2, “I am satisfied with the consistency of the product messaging of this garment enterprise across various marketing channels (e.g., advertisements, social media, website),” and 5, “The marketing strategy of this garment enterprise effectively communicates the value proposition of their products,” had the second-highest mean of 3.51 with a standard deviation of 0.501, both interpreted as “strongly agree.” Additionally, Question 4, “I am satisfied with the level of innovation and uniqueness conveyed in the marketing messages about their products,” had the lowest mean of 3.46 with a standard deviation of 0.499, and was also interpreted as “strongly agree.” All five questions regarding the assessment of media marketing strategies of global Chinese garment enterprises in terms of product had an interpretation of “strongly agree,” as reflected in the overall mean of 3.50 and standard deviation of 0.223 for this dimension.

The response of participants to Question 3 indicated that the marketing strategy of the garment enterprises aligned with employees’ expectations regarding the product. The standard deviation of 0.500 suggested moderate consistency in responses, and the interpretation of “strongly agree” indicated that employees generally felt the marketing strategies regarding their products accurately reflected the quality of the products. This alignment between marketing promises and

product reality was crucial for building brand trust and loyalty, especially in a competitive global market. The significance of the impact of marketing strategies in terms of product was supported by the work of ER and Wardati (2020), who investigated the impact of social media functionality and strategy alignment on small and medium enterprises’ performance in East Java. Their study showed that a strong business strategy regarding product satisfaction would benefit the enterprises.

Furthermore, Question 5, with the lowest mean score, related to enterprise satisfaction with the level of innovation and uniqueness in its marketing strategies. Although this score was still within the “strongly agree” range, its ranking below other questions suggested that enterprises might prefer to stick with proven strategies that promote their products rather than experiment with new strategies. Thus, these companies may prioritize aligning their expectations and maintaining consistency over seeking improvement in how they convey innovation and uniqueness in their marketing strategies. Perry and Towers (2013) found in their work that enterprises identify barriers and supporting factors that affect their business and then prioritize how these elements are integrated into their business framework to achieve the best media marketing strategy.

3.2.2. Price

The media marketing strategies of global Chinese garment enterprises were assessed in terms of price. The results were presented in Table 2.2 as mean, rank, standard deviation, and interpretation.

Table 2.2. Assessment of Media Marketing Strategies of Global Chinese Garment Enterprises in Terms of Price

Question	Mean	Rank	SD	Interpretation
The media marketing strategy of this garment enterprise effectively conveys the value-for-money aspect of its product pricing.	2.45	5	1.072	Disagree
Customers are satisfied with the consistency of product pricing across various sales channels.	2.60	1	1.119	Agree
The pricing strategy aligns with my expectations regarding the affordability of the products.	2.53	2	1.084	Agree
The transparency and clarity of pricing information provided in the marketing materials are satisfactory.	2.52	3	1.079	Agree
The marketing strategy effectively communicates special discounts, promotions, and sales events related to the products.	2.51	4	1.151	Agree
Overall	2.52		1.101	Agree
Legends: 1.00-1.75 – Strongly Disagree; 1.76 -2.50 – Disagree; 2.51 – 3.25 – Agree; 3.26 – 4.00 – Strongly Agree				

The results of the assessment of media marketing strategies of global Chinese garment enterprises in terms of price revealed that Question 2, “I am satisfied with the consistency of the product pricing of this garment enterprise across different sales channels,” with highest mean of 2.60, with a standard deviation of 1.119, and was interpreted as "agree." The results also showed that Question 3, “The pricing strategy of this garment enterprise aligns with my expectations regarding the affordability of their products,” had the second-highest mean of 2.53, with a standard deviation of 1.084, and was interpreted as "agree." Question 1, “I believe that the media marketing strategy of this garment enterprise effectively communicates the value-for-money proposition of their products in terms of pricing,” had the lowest mean of 2.45, with a standard deviation of 1.072, and was interpreted as "disagree." Of the five questions on the assessment of media marketing strategies of global Chinese garment enterprises in terms of price, four questions had an interpretation of "agree," while one question had an interpretation of "disagree." This was reflected in the overall mean of 2.52 and a standard deviation of 0.472 for the price dimension.

Question 2, with the highest mean score, revealed employees' satisfaction with the consistency of product pricing across different sales channels. Although the overall interpretation was "agree," indicating consistency in pricing,

a standard deviation of 1.119 suggested some variation in participants' responses. Consistency across platforms, whether in physical stores or online, is crucial for enterprises to stay competitive in different channels. The lowest-scoring question indicated a potential issue with transparency in the business strategies of the garment enterprises, particularly regarding their pricing methods. Enterprises might not have a media marketing strategy that effectively communicates the value-for-money proposition of their products in terms of pricing. The standard deviation of 1.072 suggested moderate variability, and the "disagree" interpretation highlighted a lack of transparency. Jentzsch et al. (2023) discussed how recent advances in information technologies have enabled firms to collect, analyze, and share detailed information about their customers, using this data to target them when promoting businesses and setting prices. Thus, business competitors may adjust their prices based on customer location and competitor pricing. These enterprises might not be revealing the actual value-for-money their customers spend on their products.

3.2.3. Promotion

The media marketing strategies of global Chinese garment enterprises were assessed in terms of promotion. The results were presented in Table 2.3 as mean, rank, standard deviation, and interpretation.

Table 2.3. Assessment of Media Marketing Strategies of Global Chinese Garment Enterprises in Terms of Promotion

Question	Mean	Rank	SD	Interpretation
The marketing strategy effectively raises awareness of the products and brand.	2.38	5	1.120	Disagree
The creativity and appeal of this enterprise's media promotional materials, such as online ads and social media posts is satisfactory.	3.07	1	0.826	Agree
The promotions and marketing campaigns effectively showcase the unique features and benefits of the products.	2.90	3	0.795	Agree
The consistency of promotional messages across different channels, such as online, print, and in-store displays, is satisfactory.	3.04	2	0.820	Agree
The marketing strategy influences the decision to consider or purchase products during promotional periods.	2.90	3	0.803	Agree
Overall	2.86		0.401	Agree
Legends: 1.00-1.75 – Strongly Disagree; 1.76 -2.50 – Disagree; 2.51 – 3.25 – Agree; 3.26 – 4.00 – Strongly Agree				

The results of the assessment of media marketing strategies of global Chinese garment enterprises in terms of promotion revealed that Question 2, “I am satisfied with the creativity and attractiveness of this enterprise's media promotional materials, such as online advertisements, digital marketing, and social media posts,” had the highest mean of 3.07 with a standard deviation of 0.826, and was interpreted as "agree." The results also showed that Question 4, “I am satisfied with

the consistency of this company's promotional messages across different channels (e.g., online, print, in-store displays),” had the second-highest mean of 3.04 with a standard deviation of 0.820, and was interpreted as "agree." Additionally, Question 1, “I believe that the marketing strategy of this company effectively communicates and promotes awareness of their products and brand,” had the lowest mean of 2.38 with a standard deviation of 1.120, and

was interpreted as "disagree." Of the five questions on the assessment of media marketing strategies of global Chinese garment enterprises in terms of promotion, the results showed that four questions had an interpretation of "agree," while one question had an interpretation of "disagree." This was reflected in the overall mean of 2.86 and a standard deviation of 0.401 for the promotion dimension.

The highest-scoring question indicated that participants were satisfied with the creativity and attractiveness of their enterprise's media promotional materials, including online advertisements, digital marketing, and social media posts. This suggests that the enterprises were putting extra effort into their media marketing strategies to attract as many customers as possible. The lowest-scoring question revealed that participants disagreed with the statement that their enterprise's marketing strategy had effectively communicated and promoted awareness of their products to customers. This

indicated that product promotion was a critical issue for global Chinese garment enterprises, as effective promotion is key to increasing brand visibility and customer engagement. Srisorn et al. (2021) found that promotion, along with the marketing mix and distribution channels, had a positive association with firm product performance. The lack of strong communication around brand awareness may limit the enterprises' ability to expand their market presence and attract new customers, particularly in an industry that thrives on brand recognition.

3.2.4. Place

The media marketing strategies of global Chinese garment enterprises were assessed in terms of place. The results were presented in Table 2.4 as mean, rank, standard deviation, and interpretation.

Table 2.4. Assessment of Media Marketing Strategies of Global Chinese Garment Enterprises in Terms of Place

Question	Mean	Rank	SD	Interpretation
The marketing strategy effectively ensures that products are available in convenient and accessible locations.	2.92	5	0.840	Agree
I am satisfied with the ease of locating and purchasing this company's garment products.	3.02	1	0.813	Agree
The marketing strategy aligns with my preferred shopping channels, whether online or in-store.	2.99	3	0.817	Agree
The consistency of product availability across different regions meets my expectations.	3.00	2	0.804	Agree
The media marketing strategy ensures a seamless and enjoyable shopping experience across various distribution channels.	2.98	4	0.823	Agree
Overall	2.98		0.357	Agree

Legends: 1.00-1.75 – Strongly Disagree; 1.76 -2.50 – Disagree; 2.51 – 3.25 – Agree; 3.26 – 4.00 – Strongly Agree

The results of the assessment of media marketing strategies of global Chinese garment enterprises in terms of place revealed that Question 2, "I am satisfied with the ease of finding and purchasing this company's garment products," had the highest mean of 3.02 with a standard deviation of 0.813, and was interpreted as "agree." The results also showed that Question 4, "I am satisfied with the consistency of this company's availability across different regions," had the second-highest mean of 3.00 with a standard deviation of 0.804, and was interpreted as "agree." Additionally, Question 1, "I believe that this company's marketing strategy effectively ensures their products are available in convenient and accessible locations," had the lowest mean of 2.92 with a standard deviation of 0.840, and was interpreted as "agree." All five questions on the assessment of media marketing strategies of global Chinese garment enterprises in terms of place had an interpretation of "agree," which was also reflected in the overall mean of 2.98 and a standard deviation of 0.357 for the place dimension.

Question 2, with the highest mean score, demonstrated that there was ease in finding and purchasing the company's garment products. With a standard deviation of 0.813, moderate variation was highlighted in the responses of participants, suggesting that there was still room for improvement in the enterprises' place of advertising and selling their products. Although Question 5 had the lowest mean score for this dimension, it also suggested that the enterprises' marketing strategy effectively ensured that their products were available in convenient and accessible locations. The standard deviation of 0.840 indicated moderate variability in responses, which could reflect differences in customer experiences across regions or channels. The work of

Thode and Maskulka (2021) showed that the location where products were successfully marketed to potential customers was very important, as these locations communicate the quality of the products. Therefore, place-based marketing strategy is a key aspect of media marketing strategies.

Table 2.5. Summary of Assessment of Media Marketing Strategies of Global Chinese Garment Enterprises

Question	Mean	Rank	SD	Interpretation
Product	3.50	1	0.223	Strongly Agree
Price	2.52	4	1.101	Agree
Promotion	2.86	3	0.401	Agree
Place	2.98	2	0.823	Agree
Overall	2.97		0.362	Agree

Legends: 1.00-1.75 – Strongly Disagree; 1.76 -2.50 – Disagree; 2.51 – 3.25 – Agree; 3.26 – 4.00 – Strongly Agree

The evaluation of media marketing strategies among international Chinese clothing companies indicates that the Product strategy is the most robust component, with a mean score of 3.50 and the highest ranking, signifying "Strongly Agree." This conclusion highlights the importance of product quality and differentiation as crucial factors for competitive advantage. Zhang and Li (2021) assert that sustaining superior product quality and innovation in the garment business is essential for fulfilling consumer expectations and cultivating brand loyalty. This emphasis aligns with the competitive requirements of international markets, where distinctive and high-quality items frequently influence customer choices. Concurrently, Place, with an average score of 2.98, underscores the need to ensure product accessibility through strategic distribution channels. Wu et al. (2020) assert

that effective distribution strategies allow firms to reach diverse markets successfully, thereby improving sales performance. The findings suggest that product quality and accessibility via strategic placement are vital factors for marketing success.

Conversely, Promotion (mean = 2.86) and Price (mean = 2.52) are ranked lower, indicating areas that require further enhancement. Although promotional activities enhance brand recognition and engagement, their lower ranking may suggest that existing efforts are insufficient to fully capitalize on market opportunities. Wu and Zhao (2019) emphasize the increasing significance of digital promotion techniques in enhancing visibility and consumer interaction, proposing that a stronger focus on online marketing could address this gap. Similarly, the reduced score for price strategies suggests potential difficulties in establishing competitive and adaptable pricing frameworks. Liu and Chen (2022) argue that dynamic pricing models tailored to market conditions are essential for balancing profitability with consumer affordability. The findings highlight the need for a more integrated media marketing strategy, where promotional and pricing tactics align with strong product and placement strategies to achieve comprehensive market success.

4. Discussions

In this chapter, the researcher presented its conclusions, summaries, and recommendations based on study findings.

4.1. Conclusions

The purpose of this study was to evaluate the relationship between media marketing strategies (product, price, promotion, and place) and business performance (market share, gross profit margin, return on sales, and net profit margin) of global Chinese garment enterprises. The survey was conducted among various enterprises operating in the global market, with a focus on understanding how these strategies impact key performance indicators.

The global Chinese garment industry is highly competitive and has faced several challenges, particularly in terms of market dynamics and operational efficiencies. The study revealed that:

For product, enhancements in product offerings positively correlated with market share, but did not significantly impact return on sales or return on assets.

For price, pricing strategies had a significant effect on market share but did not show a substantial correlation with gross profit margin, return on sales, or net profit margin.

For promotion, promotional activities were found to positively influence market share but did not have a significant effect on return on sales, or return on assets.

For place, effective distribution strategies had no significant impact on market share, return on sales, or return on assets.

Based on the results, it is important for global Chinese garment enterprises to improve their media marketing strategies, focusing on product differentiation, pricing competitiveness, and promotional effectiveness to enhance market performance and profitability.

4.2. Recommendations

The purpose of this study was to evaluate the impact of media marketing strategies on the business performance of global Chinese garment enterprises. Based on the presented study results, it is recommended for global Chinese garment

enterprises to enhance their media marketing strategies to improve their overall business performance. The recommendations focus on addressing specific aspects such as product differentiation, pricing strategies, promotional activities, and distribution efficiency. Subject to several limitations in this study along with their potential impacts on the results must be considered: First, this study is slightly limited since it only encompasses data from a select group of global Chinese garment enterprises. Thus, the projected findings may not be fully generalizable across all enterprises in the industry. Second, the study primarily focuses on media marketing strategies without exploring other possible influencing factors, such as consumer behavior or macroeconomic conditions. Therefore, further research should consider a more comprehensive range of variables.

Market Share Expansion: With this activity, the objective was to capture a larger share of the market through enhanced promotional activities and improved product visibility. The activities/strategies would entail focusing on executing the targeted promotional campaigns and enhancing product placements in key markets. This would be executed in 12 months to ensure adequate time for campaign execution and visibility improvements. The marketing and sales teams responsible for strategy implementation and monitoring. Ten (10) million allocated for promotional activities and visibility enhancements. Expected outputs/success indicators would be a 5% increase in market share, better brand recognition, and higher customer acquisition rates.

Return on Assets Improvement: The objective was to enhance return on assets by optimizing supply chain management and reducing production costs. The activities/strategies would include implementing cost-effective production techniques and improving supply chain efficiencies. The time frame would be 12 months to allow for comprehensive supply chain and production adjustments. Supply chain manager and finance team would be the one to oversee the cost management and efficiency improvements. The budget for these activities would be 15 million for optimizing supply chain and production processes. The expected outputs/success indicators were a 3% increase in return on assets, reduced production costs, and improved inventory turnover.

Sales Efficiency: With this key result area, the objective was to enhance the efficiency of generating profits relative to sales revenue by improving sales processes and staff training. The activities/strategies would be to streamline sales processes, implement best practices, and provide targeted training for sales staff. The time frame was 6 months for implementing improvements and training. The key people involved would be sales managers and training coordinators to facilitate process enhancements and staff development. Eight (8) million would be allocated for processing improvements and training initiatives. The expected outputs/success indicators were a 2% improvement in return on sales, increased process efficiency, and higher productivity among sales staff.

4.3. Implications of the Study

The purpose of this study was to evaluate the relationship between media marketing strategies and business performance of global Chinese garment enterprises. The summary of the study is presented below:

The study conducted a thorough validity and reliability test to ensure the accuracy and consistency of the research

instruments used. This involved checking the internal consistency of the questionnaires and the reliability of the data collected. The results confirmed that the tools employed were both valid and reliable, thereby supporting the robustness of the findings and conclusions drawn from the study.

The assessment of the company profile focused on various demographic and operational aspects of global Chinese garment enterprises. This included examining their size, market presence, geographical spread, and organizational structure. Understanding these factors provided a baseline for evaluating the effectiveness of their media marketing strategies and business performance.

The study assessed the media marketing strategies of global Chinese garment enterprises across several dimensions, including promotional activities, digital engagement, and market reach. The evaluation highlighted the effectiveness of current strategies and identified areas for improvement. Key insights included the need for more targeted promotions and enhanced digital marketing efforts.

The study evaluated the business performance of global Chinese garment enterprises based on several criteria, including financial metrics, market share, and overall growth. This assessment provided a comprehensive view of how well these enterprises were performing in the competitive global market and highlighted areas where improvements could be made. The study explored the relationship between media marketing strategies and business performance to understand how effectively marketing efforts translate into business success. The findings showed a positive correlation, suggesting that well-implemented media marketing strategies significantly impact business performance and can drive better financial and market outcomes.

Based on the study findings, a sales performance evaluation model was proposed for global Chinese garment enterprises. This model focuses on key result areas such as market share expansion, gross profit margin improvement, sales efficiency, and net profit margin growth. It outlines specific objectives, strategies, time frames, and responsibilities, aiming to enhance overall sales performance and address the identified gaps in current practices.

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