

Dior China Cultural Trend Marketing Analysis

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Abstract: The development history of Dior brand in China market can be traced back to 1980s, when Dior was one of the first international luxury brands to enter the China market. After more than 30 years' efforts, Dior brand has occupied an important position in China market, and according to the characteristics and changes of China market, effective cultural trend marketing strategies have been formulated. This thesis analyzes the cultural trend marketing strategy of Dior brand in Chinese market, and mainly discusses the following aspects: Dior brand's products, prices, channels and promotion strategies, similarities and differences between Dior brand and Chinese traditional culture, Dior brand's attention and adaptation to the young consumer market, and Dior brand's competitive advantage and future vision in Chinese market. The article points out that Dior brand has won the recognition and love of consumers in China by combining Chinese cultural elements, innovating product design, improving service quality, enhancing value expression, and using various media platforms to attract and interact with consumers, and has become the representative of luxury goods industry in China.

Keywords: customers, strategy, marketing

1. Introduction

In the 21st century, the world is in the midst of great development, change and adjustment. Technological progress and network economy are developing rapidly, economic globalization and global economic integration are accelerating rapidly, and the world's political, economic and cultural integration is developing. This makes people's material and cultural level improve greatly, and more cultural exchanges, faster cultural dissemination and wider cultural integration become the characteristics of the times. In this context, if a cultural phenomenon can be recognized and accepted by the public, it will subconsciously stimulate the public's desire to buy and change consumers' inherent purchasing behavior [1]. The innovation of cultural factor becomes an important way to innovate the practical value and service value of products, therefore more and more luxury brands pay attention to cultural marketing in order to form their own brand effect.

From the perspective of economics, luxury goods are products with low proportion of "functional value" to "price" and "tangible value" to "intangible value". Therefore, one of the marketing focuses of luxury market is how to create and communicate the cultural trend that luxury goods represent. As a kind of non-essential consumption demand, the demand for luxury goods does not only stay in the physical level of material demand, but also reflects the psychological demand of human beings, and

the important expression of this psychological demand is the cultural demand. At present, in the process of luxury marketing, most of the luxury brands combine history, art, humanities and other pan-cultural labels behind them, and the brands cleverly attract consumers by combining with current cultural trends to expand the communication ability of the brands. The characteristics of luxury goods determine that its consumers are relatively niche. For the luxury marketing activities targeting niche customers, it is not possible to increase the meeting rate with consumers through extensive channel construction so as to achieve the purpose of spreading the brand. For luxury goods, the cultural spirit of the brand is more important than the product itself, which is reflected in the marketing activities that almost every luxury brand has the combination of culture behind it, and with the help of cultural marketing, it can form the unique consumer demand and its own unique competitive advantage in the market.

2. Analysis of Current Chinese Cultural Trend

Chinese traditional culture refers to the unique culture bred by thousands of years of civilization history in China. It includes philosophy, morality, etiquette, art, literature, music, martial arts, diet, festivals and other aspects. Chinese traditional culture is diverse and harmonious, and different regions and nationalities have their own customs and cultural characteristics. Chinese traditional culture has a far-reaching influence on the cultural development of Asia and even the world [2].

2.1. Chinese Traditional Culture Is Valued

In recent years, General Secretary Xi Jinping has proposed that Chinese people should have firm cultural confidence and build a strong cultural country. With the development of China's economy, people have gradually developed a strong interest and love for traditional culture and have been spreading and promoting traditional culture. "Localization" is the most important task of cross-cultural marketing. To better develop in the Chinese market, Dior needs to improve the brand's cultural adaptability, combine with Chinese traditional culture, and strengthen consumer recognition.

The similarities between Dior culture and Chinese traditional culture are mainly in the aspects of aesthetics, elegance, and innovation. Both cultures value beauty, harmony, balance, and refinement in their expressions of art, fashion, and lifestyle. Both cultures also embrace change, creativity, and diversity in their pursuit of excellence and progress. To adapt the relationship between them, Dior needs to respect and appreciate the uniqueness and richness of Chinese culture while maintaining its own brand identity and values. Dior also needs to communicate and interact with Chinese consumers effectively and authentically while being aware of the cultural differences and sensitivities. Dior should aim to create a win-win situation where both cultures can learn from each other and benefit from each other.

2.2. The Urgency for Consumers to Establish Multi-Faceted Connections

Luxury industry competition is gradually fierce, and consumers can bring a lot of profit with a single consumption, if consumers choose competitors, that is more than poor which profit with competitors, casual for the establishment of consumer satisfaction and consumer loyalty is particularly important, and with the continuous development of technology, consumers and brand contact channels will not only be counters, magazines and other traditional media, with the popularity of the Internet, everyone for With the popularity of the Internet, we pay more and more attention to the network media, consumers are easily attracted by some novel products or interesting advertising, in such an era of information explosion, it is particularly important to get the attention of consumers, Dior to use some similar to the Little Red Book, microblogging and other platforms and consumer interaction, not only to allow consumers to recognize the brand, but also to enhance brand goodwill. The brand uses these

various platforms to connect with consumers to enhance the impression and image of the brand in their minds. Different platforms have different advantages and disadvantages, and Dior should choose the most suitable ones according to its target market and communication objectives.

2.3. Youthful Consumer Market Is Valued

As people's income continues to rise, more and more people tend to consume high-end brands to satisfy their social or spiritual needs after meeting their daily needs. In the 21st century, young people of the millennial generation contribute a lot of sales to the global luxury consumption. With the change of young people's value and consumption concept, the young generation will be the "new" main force of luxury consumption, and it is especially important for the luxury industry to seize this consumer group. Millennials and Generation Z are the main driving force for the growth of global luxury brands' sales in the 21st century. Currently, these young people contribute about 1/3 of the luxury market, but this proportion is expected to rise to 55% in 2025, with an increase of 130%. The millennials, i.e. post-80s and post-90s, and Generation Z, i.e. post-90s and post-00s, have the common point that they have extensive contact with the Internet, are familiar with the Internet, often use online shopping platforms to make purchases, are not too sensitive to prices, and like to enjoy life, show their personality and pursue trends, and gradually become the main force of consumption, they are also the largest consumer group in the next five years, and brands need to seize the Consumer demand. The younger generation of consumers, who are in constant pursuit of quality of life, like to "reward" themselves for the way they consume, and also like to choose brands that match their values, to label themselves and show their individuality. Besides, young people also attach great importance to the recognition of their peers and need to have a strong sense of belonging to the group. Therefore, Dior needs to pay attention to the increasingly young consumer market, adjust the design style of brand products and formulate new brand strategy in order to go farther in the Chinese market. To increase the content about emphasizing the young market, Dior can also consider the following points:

Understand the preferences and behaviors of different segments of young consumers. Not all young consumers are homogeneous or monolithic. They have different tastes, preferences, values, lifestyles, and behaviors depending on their age, gender, income, education, location, culture, etc. Dior needs to conduct market research and analysis to identify and segment its target young consumers and tailor its products and marketing strategies accordingly.

Leverage online media platforms to reach and engage young consumers. Online media platforms such as social media, e-commerce sites, live streaming platforms, etc. are widely used by young consumers as sources of information, entertainment, inspiration, and interaction. Dior needs to establish a strong online presence and create diverse and creative content that showcases its brand story, product features, benefits, values, or experiences. Dior also needs to interact with young consumers through comments, reposts, live streams, or online events.

3. The Marketing Mix of Dior Brand

Dior is a French luxury brand, founded by Christian Dior around the time of World War II, and the brand had a huge impact as soon as it was born and was loved by many consumers. The brand operates in many fields, including clothing, perfume, leather goods, bags, cosmetics, etc., showing the characteristics of fashion, luxury, atmosphere, nobility and other personalities [3]. In France during "World War II", women even went to the front line with men, dressed plainly and ably, but after the end of "World War II" in 1945, women had a strong desire for beauty. Christian Dior's simple, atmospheric design shows women's self-confidence, beautiful curves, passionate energy, fashionable and trendy personality, and also highlights feminist ideas, creating Dior's "new style". In order to effectively market its products in the highly competitive luxury goods industry, Dior needs to adopt

four P strategies in marketing: product, price, location and promotion. These are the four key elements of marketing strategy. Enterprises can choose the best combination from various combinations to meet the requirements of external environment and target market, and guide the marketing plan, wording and positioning of products or brands [4].

3.1. Product Strategy

Dior's products have been expanded from the original apparel to perfume, bags, accessories, cosmetics and other fields, forming a product portfolio containing a variety of products to meet the needs of consumers in each category. But no matter which products are positioned in high-end, high-quality, with the spirit of excellence in the production of each product, to achieve the appearance, use, experience, and value are in the best standard, so that consumers have a better consumer experience, Dior aims to let consumers use high-quality products.

3.2. Price Strategy

First of all, Dior's price is positioned at the high-end consumers, and the brand culture is meticulous and luxurious; secondly, Dior also has customized products, which are designed for consumers to show their personality, taste and status; and Dior also has limited models, which are more expensive and very few in number to fully meet the needs of consumers' individuality. Although Dior's pricing strategy is very high, but at the same time Dior also provides each consumer with high quality service, each consumer enjoys the same service and is equally valued.

3.3. Channel Strategy

Dior chooses a wide channel strategy, using multiple channels of supply, with the operation of franchised stores, cooperation with duty-free stores, and the establishment of large shopping mall counters, which are common in China and are the most common channels for consumers to purchase luxury goods. After the emergence of new media, e-commerce platforms have added new sales channels for Dior, such as online stores, Amazon overseas shopping, and even said overseas websites can also make purchases, as well as adding digital e-commerce channels, promoting Dior's sales to continue to rise and helping consumers to have more channels to buy Dior products.

3.4. Promotional Strategies

Dior's promotion strategy is mainly magazine advertising as well as integrated marketing strategy. Dior often influences Dior's consumer groups in a more targeted and focused way by publishing Harper's Bazaar magazine. With the advent of the Internet era, Dior has increased many online integrated marketing, such as online live streaming, DOU Fashion Week, microblogging, posting and other ways of marketing. Consumers can understand the Dior brand more clearly and intuitively through these platforms or activities, which not only improves the efficiency of promotions, but also caters to contemporary young consumers, increases brand exposure, and brings the distance between consumers closer

4. Dior Brand Culture Trend Marketing Analysis

Dior's main competitors in the luxury industry are Chanel, Hermes, Gucci, Burberry and Michael Kors. These brands have different characteristics that appeal to different segments of consumers. For example: Chanel is known for its classic elegance, timeless style, and iconic products such as the No. 5 perfume and the tweed suit [5].

After Tokyo and Miami, Dior men's global fashion show came to Beijing, the third stop of Dior men's global fashion show, which is the first time Dior debuted in China. 2021 fall men's collection is designed with Chinese embroidery colliding with American graffiti, and also includes the improvement of men's clothing silhouette, continuing the adoption of Dior women's design style.

This fashion show appeared a large number of Chinese elements, including exquisite brocade, Chinese embroidery, tassels, prints made of metallic glossy thread, doughnut fan, jade, lapis lazuli, zodiac, paper-cut style, etc. Combining the traditional embroidery craft with the graffiti elements loved by young people, it embodied Chinese elements without losing the cute and lively, which was loved and purchased by ad consumers and also received a lot of praise from netizens.

In addition, Kim Jones introduced the original Dior "New Look" style for men's wear in the fall. The overall loose and comfortable style, with a belt around the waist to slightly tighten the waistline, better showing the waist line, interpreting the masculine curve of men, making Dior's classic forever. With the rise of China's "national trend", a new generation of young people are more and more attracted to traditional Chinese elements, and Dior has also added some traditional Chinese elements to its clothing design, which is a good blend of tradition and modernity, and has been loved by a large number of Chinese consumers, and also welcomed by young people.

On March 8, 2021, Dior held an online presentation of its fall/winter ready-to-wear. The theme of the presentation was "Exploring the world of fairy tales from an extraordinary perspective, overturning stereotypes and interpreting confident and fearless contemporary femininity", which was broadcast live on Weibo, Xiaohongshu, ShakeYin and Tencent Video. More than 11 million people watched the live broadcast, with 8.99 million views on Weibo. Dior is increasing its exposure on social media in various ways to increase the brand's influence. These thematic activities are in line with the general values of society nowadays, gaining consumers' recognition, and creating goodwill and trust in the Dior brand, making Dior's brand influence much higher.

According to the 2020 luxury brand value ranking top ten brands collated by the Foresight Industry Research Institute, Dior ranked sixth with \$5.117 billion, and its parent group Louis Vuitton brand topped the list with \$51.777 billion, it can be seen that Dior's brand value is very high, and each piece of Dior is carefully designed by the designer, the production master's careful cutting or production, each link is Strict control, so that the quality of the product is high quality and reliable. In addition, the Dior brand has a long history and a good image in the hearts of consumers, so it has a certain competitive advantage compared with other luxury brands.

5. Conclusion

Dior's current vision is to build a DIOR industrial empire and become the top of the industry. At present, Dior already knows the cultural trends in China well, and it is breaking through in product innovation, service improvement, and value enhancement with the corporate values of excellence, people-oriented, customer-first, and technology-leading to continuously develop the Chinese market, gain the love and recognition of Chinese consumers, and become the representative of Chinese luxury industry.

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