

Analysis of UNIQLO's Localization Strategy in Macao from a Brand Concept Perspective

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Abstract. UNIQLO's localization strategy is a crucial aspect of its global market expansion. Throughout its brand development, UNIQLO has consistently adhered to the philosophy of providing consumers with high-quality yet cost-effective clothing products. UNIQLO also consistently innovates and develops its brand concept based on market trends and consumer needs. "Made For All" was proposed in the early stages of brand development, aiming to create clothing products that are universally suitable for everyone. Meanwhile, "Life Wear" is a brand concept introduced by UNIQLO in recent years. This article takes the Macao market as an example, starting from these two brand concepts, and analyzes the relationship between UNIQLO's brand concept and its localization strategy through literature analysis. Through analysis, it can be concluded that the brand concept serves as the development guideline for the localization strategy, while the localization strategy is an important means for enterprises to realize their brand concept in global deployment. The two complement each other, jointly promoting the internationalization of enterprises and their global expansion.

Keywords: Made for All, Life Wear, localization strategy.

1. Introduction

In the context of economic and trade globalization, the domestic clothing market for local enterprises is becoming saturated, and the market development speed is slower than the expansion speed of enterprises, resulting in many enterprises facing overcapacity and oversupply. Outward development has become a necessary path for enterprises to expand their business scope and improve the competitiveness and vitality of clothing retail enterprises. It is necessary to deepen the understanding of the international clothing market and make a comprehensive judgment, so as to formulate a more suitable overseas market expansion localization strategy, so as to achieve further overseas market expansion and accelerate the global expansion of enterprises [1].

Their development has led to the vigorous competition and development of the local clothing industry, but as more and more multinational companies enter the local market, their clothing products cannot be accepted by local consumers and have to be abandoned. These companies are faced with cultural differences between different countries, and cultural differences will lead to differences in consumer preferences for products. Therefore, it is particularly important to have a suitable brand localization strategy, and the localization strategy includes product localization, marketing method localization, price localization, and human resource localization [2]. A suitable choice of localization method will help a multinational company better integrate into the local market.

Macao is a special administrative region of China. The culture of Macao is a parallel culture where Chinese culture with profound traditional connotations and Western culture with Portuguese culture as its characteristics coexist. As an international metropolis, Macao is also a place where various languages converge. People can hear Mandarin, Cantonese, Portuguese and English, and tourists from all over the world gather in Macao. The particularity and complexity of Macao also bring challenges to the localization strategy of enterprises.

Among the current studies on UNIQLO's localization strategy, most of them are conducted from four areas. The first is the localization of the SPA business model, which is a vertical chain that integrates product planning, production and processing to retail. UNIQLO has applied it well to the Chinese market and established its own integrated supply chain system [3]. The second is clear

product positioning. UNIQLO's value chain is a full-process process from product design and development to supply chain management, then to production, then to promotion and sales, and finally to after-sales service. Next is UNIQLO's direct sales model. UNIQLO has always adopted a direct distribution model in China, which can help UNIQLO deeply understand the ever-changing market demand, customer information and consumption preferences. Finally, regarding online marketing, UNIQLO's online brand community has not only continuously improved brand awareness, but also played a great role in brand promotion [3, 4].

This article will analyze the advantages and disadvantages of UNIQLO's localization strategy in Macao through literature analysis, and can better understand how brand concept affects a brand's strategic deployment in the localization process. After the research, people can have a deeper understanding of the relationship between brand concept and brand localization strategy, and it can also promote the optimization and upgrading of the localization strategy of local multinational companies.

2. Localization Strategy from the Perspective of Brand Concept

With the continuous expansion and development of UNIQLO's globalization, UNIQLO has opened stores in 25 countries around the world. So far, the number of UNIQLO stores has exceeded 2,500. In the process of UNIQLO's globalization, two key brand concepts have gradually been proposed, namely, "Made for All" and "Life Wear", and the success of the localization strategy must be inseparable from these two brand concepts. Literature References.

2.1. Made For All

"Made for All" is a concept proposed by UNIQLO in the early days of its development, aiming to create clothing products that are universally suitable for everyone, and pursue casual clothing products that transcend the boundaries of race, nationality, and academic qualifications. This concept reflects UNIQLO's design philosophy, which always puts the consumer at the center, and also shows the brand's respect and response to consumer needs by providing high-quality and cost-effective clothing products to meet consumers' pursuit of a high-quality life. The concept of "Made for All" also provides ideas and methods for UNIQLO's localization strategy, solving the problem of cultural differences between different countries.

2.1.1 Product generalization

Different countries have differences due to cultural differences, but UNIQLO mostly adopts neutral design when designing clothes. Clothes that can be worn by men, women, old and young meet the basic needs of different consumers under different cultural backgrounds. It can be seen that UNIQLO's product line is very comprehensive.

2.1.2 Cultural exchange and integration

UNIQLO cooperates with local illustrators in Macao, taking the local representative culture and life as the design concept, coupled with the illustrators' illustrations with strong personal characteristics, deeply reflects the unique charm of Macao. Especially in the Macao market, many tourists will choose UNIQLO's Macao limited series as gifts for their families.

2.2. Life Wear

"Life Wear" is a new brand concept proposed by UNIQLO after "Made for All". It is a further sublimation and innovation of "Made for All". UNIQLO believes that clothing is not only a tool to cover the body and avoid the cold, but also an important part of people's daily life, which can affect people's emotions, attitudes and lifestyles. The concept of "Life Wear" provides design elements and marketing ideas for the localization strategy.

2.2.1 Creative marketing

Aims to provide consumers with high-quality, simple-design, reasonably-priced, comfortable, durable and easy-to-match clothing. While meeting the most basic needs of consumers, it also focuses on practicality and comfort. Establish stickiness between brands and consumers through cost-effective products. Creative marketing is an innovative marketing strategy and way of thinking, which aims to form brand differentiation through unique creativity, novel concepts and. UNIQLO has many successful creative marketing, such as UNIQLO's 99-yuan IP-linked design, big price cuts for out-of-season models, and regional limitations.

Regarding the regional limited product strategy, this is the Macao Limited Edition (UTme!) series launched by UNIQLO in Macao, China. This series is a collaboration between UNIQLO and local illustrators in Macao, with the local cultural Ruins of St. Paul's and the characteristic building Londoners as design elements, showing the unique architectural style and cultural charm of Macao in a unique and fresh style.

2.2.2 Personalized customization

In the face of differences in consumption habits among consumers, UNIQLO proposed personalized customized products. Consumers can participate in the process of designing clothes and choose the patterns, sizes and styles they are satisfied with. Personalized customization not only solves consumers' different clothing needs, but also satisfies consumers' sense of participation. At the same time, to a certain extent, personalized customization is also a symbol of brand differentiation.

According to analysis, brands can solve the cultural differences between countries and consumer habits through product standardization, cultural exchange and integration, and personalized customization. The relationship between brand concept and localization strategy is complementary and mutually integrated. Brand concept is the development policy of localization strategy. In many aspects, UNIQLO's brand concept provides development direction and ideas for localization strategy.

3. The Impact of UNIQLO's Localization Strategy on Brand Concept

UNIQLO's brand concept has always been to adhere to the diversified needs of consumers and to carry out continuous innovation and development. The implementation of UNIQLO's localization strategy has had a very positive impact on the shaping of its brand concept.

3.1. Localization of Brand Concept

In the process of the continuous development of UNIQLO's localization strategy, the brand concept is also constantly integrating with local cultural elements. UNIQLO's latest brand concept is now suitable for life, which aims to emphasize that clothing should serve people's lifestyles. For example, through UNIQLO's localization strategy in Macao, UNIQLO combines the brand concept with Macao's culture, architecture, climate conditions and living habits to launch clothing products that meet the needs of local consumers. This design also makes the brand concept more localized in the development process, and at the same time better lays the foundation for the brand to integrate into the local market.

3.2. Promote the Sustainability and Innovation of Brand Concepts

As an international clothing company, UNIQLO's localization strategy needs to be constantly adjusted and upgraded while developing. In order to maintain the long-term competitiveness and vitality of the brand, the brand concept also needs to be updated. Therefore, sustainability and innovation are important driving forces for the update and upgrade of its brand concept. UNIQLO innovates in product design and marketing strategies. For example, in order to spread the concept of environmental protection, UNIQLO launched sustainable clothing using renewable fabrics to encourage consumers to protect the environment and practice an environmentally friendly lifestyle. UNIQLO has launched many joint products that combine local culture through cooperation with local

artists and designers. These innovative designs not only meet the personalized needs of consumers, but also promote the innovative development of brand concepts.

3.3. Improvement of Brand Awareness and Customer Loyalty

With the successful implementation of UNIQLO's localization strategy, its brand concept has been widely disseminated through the Internet, social media, making it more popular. The two major brand concepts are "Creating Services for People" and "Service for Life". These two different brand concepts represent UNIQLO's original intention for brand design, which is to be people-oriented, focus on meeting the diverse needs of customers, tell good brand stories, and establish deep emotional connections with consumers, which greatly improves brand awareness and customer loyalty to the brand.

4. Deficiencies and Enhancements Suggestions of Uniqlo's Localization Strategy

4.1. Relatively Simple Product Design

UNIQLO's product design is mostly based on casual simplicity as the design concept. Although it meets the basic needs of consumers to have suitable clothes to wear to a certain extent, as consumers' needs are more diversified and personalized, consumers are no longer satisfied with single and simple outfits. They pursue more unique and personalized products. Consumers' needs are changing faster and faster, while UNIQLO's product update and iteration speed is somewhat behind. UNIQLO's brand concept has not been fully implemented in the localization strategy.

Therefore, UNIQLO needs to incorporate more fashion design elements into product design. It can launch joint limited editions through cross-border cooperation with designers, artists, cartoonists or well-known IP.

Such joint activities first broaden the target market, provide consumers with more diverse choices, meet consumers' personalized and differentiated needs, and promote consumers' desire to buy. Secondly, the launch of co-branded products has greatly expanded the brand's popularity. For example, many tourists who come to Macao will buy UNIQLO's Macao limited edition products as gifts for their relatives and friends. This consumption behavior has indirectly increased UNIQLO's popularity and solved the problem of single products. Finally, the brand image has been improved. A large number of co-branded activities have made UNIQLO's consumers realize that UNIQLO is not just a synonym for "simple", "single" and "casual", but also allowed consumers to see more possibilities. This series of co-branded activities has improved UNIQLO's brand image in the minds of consumers. At the same time, co-branded products have given an ordinary clothing product more added value and improved the user's consumption experience [5].

In UNIQLO's localization strategy deployment, the core problem faced by single product design is that consumers' needs are not met. Co-branded activities just make up for UNIQLO's vacancy in this regard, which not only broadens the consumer market and attracts more potential consumers, but also expands and increases UNIQLO's brand awareness and enhances UNIQLO's brand image. It greatly meets consumers' demand for personalized and differentiated consumption.

4.2. Insufficient Online and Offline Integration

In local markets, there are usually online and offline markets, and the localization strategy pursues the integration and synchronous development of online and offline. However, UNIQLO's localization strategy has problems such as insufficient online brand concept promotion in the Chinese market, insufficient online and offline integration, mismatch and low fit between brand concept promotion and localization strategy promotion.

UNIQLO needs to pay more attention to the creation of online brands in the Chinese market, use Internet multimedia to tell good brand stories, focus on online and offline integrated marketing,

expand the scope of influence of localization strategies, and increase brand influence and online and offline market share. First of all, for UNIQLO, in view of the problem of single online activities and lack of interaction, UNIQLO needs to upgrade its operational strategy, achieve retention through brand and consumer interaction in specific marketing, and then promote consumption conversion, use the Internet and social media to promote UNIQLO's brand concept and brand culture, and tell UNIQLO's brand story well [6]. In addition, UNIQLO can also promote and market on social media platforms such as Tiktok, Facebook Wechat, Weibo and Youtobu.

Secondly, clothing companies should be committed to the organic integration of online and offline sales channels to complement each other and expand performance. According to the requirements of online marketing, a comprehensive marketing channel model is established on the local Internet platform, combining online channels, direct store channels, and other marketing channels. For example, online appointment and offline try-on, online purchase and offline pickup, and other joint activities can enhance the consumer experience and reduce logistics costs, greatly improving the shopping convenience of consumers [7].

5. Conclusion

In summary, this paper explores the relationship between UNIQLO's brand concept and its localization strategy through literature analysis. UNIQLO's concept of clothing for people solves the problem of cultural differences between different countries for its localization strategy through product generalization, cultural exchange and integration. The brand concept of clothing for life also provides design elements and marketing strategies for the localization strategy. The localization strategy also has a certain impact on UNIQLO's brand concept, including the localization of the brand concept, promoting the sustainable and innovative development of the brand concept, and improving consumers' brand awareness and brand loyalty. However, there are still some problems between UNIQLO's brand strategy and brand concept. UNIQLO's brand concept has not been fully implemented in the localization strategy, the design of some products is too simple and single, and the product iteration speed cannot keep up with the speed of changes in consumer demand. Next is that the promotion of UNIQLO's brand concept is not integrated enough with the localization strategy, the online promotion cannot keep up with the offline development, and the brand concept cannot be fully promoted online. In the future, research can be more inclined to the expansion of brand concepts in the local online market, in order to gain a more comprehensive understanding of the impact of brand concepts on the online and offline aspects of localization strategies. This article hopes that these findings can further inspire more research and discussion on the relationship between brand concepts and localization strategies, and provide experience and inspiration for domestic companies to expand overseas.

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