

Research on the Culture Inheritance and Innovative Design Strategies of National Costume Based on Experience Marketing

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ABSTRACT

National costume culture is an important component of traditional Chinese culture, with a long history and distinct ethnic characteristics. However, with the changes of the times and demands, national costume culture is facing the interruption and decline of cultural inheritance. This article analyzes the current situation of national costume cultural products and proposes strategies for the inheritance and innovation of national costume culture using relevant knowledge of experience marketing. It aims to meet the changing times and people's needs of national costume culture, achieve creative transformation and innovative development of national costume culture, and realize its dynamic inheritance and innovative development in contemporary times.

Keywords: Experience marketing, National costume culture, Innovation.

1. INTRODUCTION

Since the 18th CPC National Congress, the CPC Central Committee with Comrade Xi Jinping at its core has attached great importance to the protection and development of ethnic cultures, insisted on promoting the creative transformation and innovative development of ethnic traditional cultures in the new era, further promoted the inheritance and innovative development of Chinese outstanding traditional cultures, and contributed more wisdom and strength to the construction of a modern civilization for the Chinese nation and the Chinese national community, and comprehensively pushed forward the rejuvenation of the Chinese nation, among which national costume culture is an important part of traditional national culture. However, against the background of experience economy, the development of national costume culture has ushered in new challenges and crises, and faces many problems in its inheritance and development. Therefore, this paper proposes a five-dimensional innovation strategy for the problems and dilemmas of national costume culture products by applying the relevant knowledge of experiential marketing, with the aim of providing relevant strategic references for the creative transformation

and innovative development of national costume culture in the contemporary era.

2. NATIONAL COSTUME CULTURE

2.1 Overview of National Costume Culture

China is a multi-ethnic country, with different ethnic groups having different cultural origins and historical developments. National costume culture not only carries the rich culture of the ethnic groups, but also integrates many elements such as history, region, religion, and living customs, reflecting the aesthetic concepts and value orientations of the ethnic groups.

The national costume culture has also become a treasure in the treasure trove of Chinese ethnic culture and art with its rich characteristics, exquisite skills, unique shapes, and profound cultural connotations. The national costume culture has also become a treasure in the treasure trove of Chinese ethnic culture and art with its rich characteristics, exquisite skills, unique shapes, and profound cultural connotations.

The report of the 20th National Congress pointed out that "to comprehensively build a socialist modernized country, we must adhere to the

path of socialist culture with Chinese characteristics and enhance cultural confidence." And ethnic costume culture is also an important part of China's excellent traditional culture. Inheriting it is not only a requirement of the times but also a need for national development and enhancing cultural confidence. Nowadays, with the wave of globalization sweeping across, the clothing culture of various ethnic groups is facing the impact of modern civilization, and the living space of traditional national costume is further squeezed, which poses huge challenges and crises to traditional national costume culture. Therefore, in order to integrate traditional national costume culture into contemporary times, it is necessary to preserve its ethnic characteristics while revitalizing it, and to achieve the inheritance and innovation of its culture, which has become an urgent problem to be solved today. Cultural products are the vivid embodiment of ethnic clothing culture in the present. By analyzing the current situation and problems of cultural products, and using relevant content of experiential marketing to innovate and design cultural products, it is aimed to enrich people's lives and promote national costume culture to shine with new brilliance and vitality in the form of cultural products in modern society.

2.2 Current Situation of National Costume Culture Products

Cultural product design lacks innovation. Many national costume cultural products follow tradition in their design, but lack the integration of modern aesthetic and innovative elements, resulting in a lack of innovation and fun in the products, which cannot attract the interest of young consumer groups and lead to low market acceptance. Although the product retains traditional cultural elements in its design to give it a unique cultural charm, if it cannot keep up with the times and integrate innovation, it will be difficult to adapt to the current consumer market.

Cultural products tend to be commercialized, and cultural characteristics are gradually being lost. Due to the complexity of materials, craftsmanship, and techniques involved in the production of traditional national costumes, a significant amount of time and financial costs are required. In some regions, commercialization is more severe, and there is a greater pursuit of speed and cost in the production process. For example, some traditional crafts such as manual embroidery and printing have been replaced by mechanized production, which

has gradually lost the characteristic craftsmanship of cultural products and resulted in uneven product quality.

Some crafts contradict with current needs and stay away from daily life. The fast-paced lifestyle is gradually spreading, and new concepts have reduced the importance of traditional costume. Exquisite and cumbersome ethnic clothing is gradually being replaced by more affordable and convenient modern clothing.¹ Traditional costume products can no longer meet the daily needs of contemporary people; And traditional costume products have rich and diverse characteristics and patterns visually, often with strong contrasts. This has led to a mismatch between traditional national costume products and contemporary people's demands for functionality and aesthetics, resulting in traditional costume culture gradually moving away from people's daily lives.

There is a lack of cultural connotation. Some traditional costume products excessively pursue novelty and fashion in their design to cater to market tastes, while neglecting the cultural heritage and ethnic characteristics of the costume itself. Some costume cultural products lack in-depth exploration and understanding of ethnic minority culture in the design and production process, resulting in a lack of cultural connotation and storytelling. This not only makes it difficult for consumers to resonate emotionally, but may also lead to cultural misunderstandings and misinterpretations.

3. EXPERIENCE MARKETING

3.1 Overview of Experience Marketing

Experience marketing is proposed by the famous American marketing management expert Bernd H. Schmitt. It refers to the marketing goal of enterprises to meet consumers' experiential needs, using products as props, experiences as marketing objects, and services as the main means, planning marketing activities around consumers' senses, emotions, thoughts, information, decisions, and purchases. Experience marketing, in simple terms, is a marketing method that uses experience as a marketing content. It is a sales method that fully stimulates and mobilizes consumers' sensory,

1. Cheng Zehui, Jia Qi, The Dissemination of Traditional Chinese Clothing Culture from the Perspective of Cultural Confidence. *Chemical Fiber & Textile Technology*, 2023, 52(08): 122-124.

emotional, behavioral, associative, and rational factors through means such as watching, listening, using, and participating, in order to achieve product sales goals.²

With the continuous improvement of people's living standards, the spiritual needs of modern users in the consumption process have become increasingly high. They pay more attention to the psychological and physiological experiences in the consumption process, and the content of consumption is gradually shifting towards experiential and personalized direction. Experience and emotional consumption are gradually increasing in the consumption structure of consumers. Traditional marketing models can no longer meet the consumption needs of users and the current innovative consumption forms. More and more traditional cultural products no longer meet the needs of current users and do not have product competitive advantages in the cultural market. Therefore, the value and role of experience marketing are being proven in the sales of characteristic cultural products, and its application in the innovative design of cultural products also has certain guiding significance.

3.2 Dimensionality of Experience Marketing

Experience marketing is not just a marketing tool, it is a comprehensive and multidimensional marketing strategy that establishes a deep connection between products or businesses and consumers during the marketing process, thereby influencing consumer purchasing behavior to achieve the goal of product sales. Experience marketing mainly includes five dimensions: sensory experience dimension, thinking experience dimension, behavioral experience dimension, emotional experience dimension, and relational experience dimension.

The sensory experience dimension refers to the sensory stimulation through visual, auditory, olfactory, tactile, and gustatory senses during the marketing process or the product itself, which acts on consumers and makes them feel a unique consumption experience. This dimension is the foundation of experience marketing.

The dimension of emotional experience emphasizes paying attention to consumers' inner feelings and emotional reactions. In the process of marketing activities, telling emotions or stories can stimulate consumers' true feelings and stimulate their resonance, enhance emotional experience, and establish emotional connections with consumers.

The dimension of thinking experience emphasizes the process of focusing on consumers' thinking and cognition. Enterprises or products can provide interactive experiences or creative activities, stimulate consumers' thinking, provide consumers with a creative opportunity to gain cognition and solve problems, and use strategies or inducements to bring consumers a sense of identification with something or some sudden ideas, in order to establish deeper communication and association with consumers.

The dimension of behavioral experience emphasizes paying attention to consumers' actions and participation. Marketing and promotion to consumers at close range through their "personal experience" can help enhance persuasiveness. Enterprises can organize various interactive and experiential activities to allow consumers to personally participate in marketing activities and gain unique experiences through their participation. For example, sports brands can organize sports competitions to allow consumers to experience the superior performance and comfort of their products during the competition, thereby achieving marketing goals.

The dimension of relational experience emphasizes the long-term stable relationship between consumers and businesses. During the marketing process, enterprises can make consumers feel valued and cared for by offering membership programs, loyalty programs, or personalized services; Enterprises can also shape a unique image and convey specific brand value concepts through market positioning and product positioning, in order to establish a unique brand awareness in the minds of consumers, gain consumer recognition and loyalty, and make consumers associate the product with it when they need to consume, thereby establishing a stable customer base. For example: the environmental protection concept of MUJI is reflected in its product design and packaging, as well as in the operation and management of the entire enterprise. Not only does it provide consumers with high-quality daily necessities, but it also conveys the value pursuit of health and environmental protection, which naturally reminds

2. Liu Rui, Gao Yidi, Analysis of Marketing Strategies for Tourism Featured Products in the Experience Economy Era. Science and Technology, Economics, Market, 2020, (08): 155-156.

consumers of the brand's products when they think of environmentally friendly products.

4. INHERITANCE AND INNOVATIVE DESIGN STRATEGIES OF NATIONAL COSTUME CULTURE BASED ON EXPERIENCE MARKETING

4.1 Sensory Design Enhancing Experience

In the process of inheriting and innovating design, national costume culture can fully utilize its rich color characteristics, unique patterns, and exquisite shapes, bringing visual pleasure to consumers. Cultural products can also be designed with unique sound effects, allowing consumers to feel the unique charm of the product and culture through auditory perception during use. In terms of touch, materials with unique texture from traditional clothing culture can be considered in the design to provide consumers with a unique tactile experience; In terms of smell, designers add unique fragrances to products to provide a pleasant olfactory experience for use. Cultural products enhance consumers' sensory experience through the design of sensory experiences, thereby promoting product sales and cultural dissemination.

4.2 Emotional Culture Eliciting Resonance

National costume culture carries the religious beliefs, values, customs, and habits of different ethnic groups and regions, and contains rich cultural emotions. When innovating the design of cultural products, it is necessary to fully explore the emotional connotations behind their clothing culture and extract representative cultural elements for design. This design is not only for the beauty of cultural products, but also to carry more cultural significance and emotional value; At the same time, cultural product design should also conduct in-depth research on the target market, pay attention to the user's feelings during use, integrate humanized or caring design into the design, such as adopting the concept of environmental protection and sustainable development in the design or paying attention to the needs of special groups in the design, so that cultural products are more likely to resonate with consumers' emotions and affect their emotional experience, thereby promoting product sales and cultural dissemination.

4.3 Scene Setting Evoking Associations

Scene construction is not just a simple background arrangement, but integrating cultural product design into consumers' daily life scenarios such as eating, wearing, living, walking, and using. It analyzes consumers' actual needs and usage situations in specific scenarios, and also requires understanding the user needs and usage habits in different regions and cultural backgrounds. Different series of cultural products are designed around different scenarios. The design of national costume cultural products can be based on the traditional characteristics of clothing culture, such as the usage characteristics of clothing culture in different scenarios. By linking their cultural characteristics with consumers' lives, consumers can associate cultural products with usage scenarios in daily life, enhance their thinking experience, trigger demand thinking, and generate consumption behavior.

4.4 Theme Clarification Strengthening Participation

It is a must to clarify the theme of national costume cultural products, design a series of cultural products with specific themes, create a clothing culture theme atmosphere through series effects, and also create a unique and comfortable shopping experience atmosphere and scene space through the arrangement and creation of theme scenes, giving consumers more choices and operating space, enhancing consumer cultural experience, and increasing consumer participation and interaction.

4.5 Brand Positioning Increasing Correlation

National costume culture can create its own unique cultural brand. By positioning the market and products, conducting in-depth research on the target user group, understanding their lifestyle, interests, and consumption habits, shaping a unique brand image, conveying specific brand value concepts, or telling brand stories, the brand can create emotional recognition among consumers, establish brand awareness in their minds, and make cultural products stand out in the market.

5. CONCLUSION

National costume culture is the carrier of historical memory and the embodiment of aesthetic

cultural connotations of various ethnic groups. In the era of rapid economic experience economy, innovative presentation of national costume culture is carried out in the form of cultural products. By analyzing the characteristics and dimensions of experiential marketing, five innovative design strategies are proposed for the inheritance and innovative design of national costume cultural products: sensory design enhancing experience, emotional culture eliciting resonance, scene setting evoking association, theme clarification strengthening participation, and brand positioning increasing correlation. These strategies aim to meet the needs of users to a greater extent, enhance their experience, and achieve the goal of cultural product marketing, thereby realizing the dynamic inheritance and innovative development of ethnic culture in contemporary times.

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