

Building a Marketing Approach Based on The Concept of "Her Economy" With Women as the Main Consumer Group - Take Lululemon and Inside and Outside as An Example

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Abstract: The "her economy" phenomenon has been formed in the current market environment, and female consumers have become an important force driving economic growth. This paper aims to discuss how to effectively attract and serve this group through marketing strategies, taking Lululemon and Inside-Out as case studies for in-depth analysis and further analyzing the key elements of building a "she economy" marketing model, including precise brand positioning, innovative product strategies, diversified communication means, and effective customer relationship maintenance. Effective customer relationship maintenance. The article concludes with a series of strategic recommendations to help companies better understand and meet female consumers' needs and realize their brands' long-term development.

Keywords: She-Economy; Female Consumers; Brand Marketing; Lululemon; Internal And External

1. Introduction

The role of women in the global economy is now increasingly prominent, with women's significant social advancement and increased economic participation making them key drivers of the consumer market. Women's economic independence has increased significantly due to higher labor force participation rates and rising income levels. The narrowing of the gender income gap in the workplace has contributed to the formation of personalized and independent consumption concepts, providing women with more consumer autonomy. The rising proportion of women in higher education has revitalized the female economy. Modern female consumers pay more attention to self-satisfaction and quality of life enhancement, and this change in consumer

attitudes has brought new marketing opportunities, and they tend to invest in personal pleasure and enjoyment of life.

The research in this paper provides new perspectives on the theory of consumer behavior, especially gender roles in consumer decision-making and theoretical extensions, proposes market initiatives for marketing, and at the same time provides an academic discussion of the role played by women in economic activities to deepen the understanding of women and contribute new theoretical perspectives to the field of gender economics. The combination of multidisciplinary knowledge to promote the development of multidisciplinary cross-research methodology has now formed a multidisciplinary cross-application of today's segmentation theory to provide an empirical basis for segmentation theory, and through the study of women's consumer groups to make the segmentation of the market dimensions more enriched.

2. Literature Review

2.1 "She Economy"

It is a popular economic term that does not have a clear definition. When it was first introduced, not many people paid much attention to it or even imagined that it was proposed by Ms. Shi Qingqi as early as 2003. According to Accenture, China has nearly 400 million female consumers between the ages of 20 and 60, who control up to 10 trillion yuan of consumer spending each year, thus demonstrating the enormous scale of female consumption. Since 2020, academics have increasingly realized that women, as the main consumer group in the market, have contracted the main consumption in the market and dominated the market economy in some areas, and some people have begun to research this. More and more corporate brands are

targeting their customers from a female perspective, designing and producing new products, and adding a female element to their company's branding philosophy.2024 On March 8, 2024, PENGUNCH reported that women in China dominate nearly 10 trillion yuan of consumer spending each year, which has a profound impact on the structure of the consumer market, and reinforces some of the roles that women are playing in the socio-economy. ReferencIn September 2014, entrepreneur Jack Ma, one of the chairmen of Alibaba, which was successfully listed on the New York Stock Exchange, pointed out in a high profile that the secret of Alibaba's success relies on women, and that the company's IPO prospectus also shows that 40 percent of Alibaba's employees are women, and nine of its 30 partners are women, a proportion of nearly one-third. The IPO prospectus also shows that 40% of Alibaba's employees are women, nine of its 30 partners are women, a ratio of nearly one-third, and statistics from Taobao, also owned by Ali, show that 70% of buyers are women. According to the 2014 China Online Shopping Market Survey, there are more men than women among Internet users in terms of gender distribution, but the TGI index shows that women prefer online shopping to men. It can be seen that women's status is rising, their economic income and purchasing power are increasing, and their consumption demand and ability will become a new fast-growing point in the e-commerce market. Female consumers have formed a unique economic phenomenon and consumption pattern, and some experts call this unique pattern formed by female consumers "her economy". Some experts call this unique pattern formed by female consumers "her economy". The key idea of this article is "her economy". The key idea of this paper is the connotation of "her economy" (He Zhaoyi, 2022), which can be more accurately expressed as a special economic phenomenon arising from the improvement of women's socio-economic status, which is formed with women's consumption as the center, and which has a developmental and sustained role in promoting the evolution of the whole market. At present, China is in a critical period of economic recovery, and the consumption patterns and choices of female groups play a decisive role in reshaping the market pattern and the direction of future development. Female consumers play a central role in driving the economic rebound.

Whether it's an online e-commerce platform or an offline brick-and-mortar store, women's consumption power is a key factor driving business activities. An in-depth understanding of women's consumption trends and an analysis of their purchasing behavior are crucial to grasping the pulse of the "she-economy" and unleashing its inherent economic potential.

2.2 Marketing Strategies for Women's Consumer Goods

According to the relevant report of CNNIC, as of June 2014, the total number of online users in China had reached 632 million, among which the ratio of male online users to female online users was 56:44, which was the same as that of previous years. With the growth of the overall number of Internet users, the number of female Internet users has also expanded, and according to relevant statistics, the number of female Internet users has reached 280 million. On the other hand, according to DCCI, among female Internet users, those with a monthly income of RMB 1,000-3,000 accounted for a larger proportion, and as early as 2011, female online users with a monthly average shopping expenditure of RMB 600 or more accounted for 10.6% of the total number of online users. With the popularization and promotion of mobile payment, the online shopping expenditures of female online users are also rising continuously. The strengthening of women's dominant position in consumption also extends to Internet platforms and mobile Internet, which can be seen in the following aspects: firstly, every major holiday, major online e-commerce companies will increase the delivery of women's products, and at the same time, start the price promotions around women's cosmetics and women's clothing; secondly, out of the 8.1 trillion dollars of online shopping turnover in 2012, more than 50 percent of the online users are women; the shopping products are mainly beauty and clothing products; finally, women account for about 60 percent of the general department store e-commerce platforms. Secondly, among the 8.1 trillion dollars of online shopping transactions in 2012, female online users accounted for more than 50% of the total, with beauty and apparel products as the main shopping products; finally, female users accounted for about 60% of the e-commerce platforms in the comprehensive department store category.

The influence of female consumers is becoming increasingly significant in the contemporary consumer market, particularly in the health, sports, and personal care sectors. Lululemon and Inside Out, two brands focused on the needs of women, have marketing strategies that provide insight into the female consumer goods market.

The literature review shows that Lululemon has successfully created a high-end yoga apparel brand image through its precise market positioning and community marketing strategy. The brand has strengthened consumers' identification with the brand value by establishing a deep connection with consumers and utilizing brand ambassadors and community activities. Lululemon's marketing strategy emphasizes the quality and design of its products while advocating an active lifestyle, which is in line with modern women's trend of pursuing health and self-improvement.

On the other hand, Inside Out, as a local Chinese brand, focuses its marketing strategy on cultural resonance and emotional connection. By telling the stories of Chinese women, Inside Out strengthens the emotional bond between the brand and consumers. The brand not only provides high-quality lingerie products but also meets female consumers' needs for comfort, beauty, and personalization through digital marketing and personalized services.

The success of the two brands reveals the key elements of a marketing strategy for women's consumer products: first, in-depth understanding of the needs and preferences of the target consumers; second, creating a consumer experience that is aligned with the brand values; and third, utilizing innovative marketing tools, including social media, e-commerce, and big data analytics, to adapt to the consumer trends in the digital era. Enterprises should accurately position themselves in the market, adapt their marketing appeals to the new changes in consumer trends, appropriately utilize experiential marketing, and consider women as marketing partners. (Song, Y., & Pei, R..)

3. Case Studies

3.1 Case Background

3.1.1 Lululemon Case Background

Lululemon, a premium sportswear brand originating from Canada, is known for its innovative yoga apparel and accessories. Since its inception in 1998, Lululemon has focused on

providing high-quality, stylish, and comfortable products for yoga enthusiasts and athletic lifestyle followers. The brand has quickly gained a loyal consumer base around the world and has established a strong brand presence, especially among female consumers.

3.1.2 Internal and external case contexts

Inside Out, a lingerie and loungewear brand rooted in China has been committed to redefining Chinese women's lingerie-wearing experience since its inception in 2012. With its exquisite design, comfortable fabrics, and fitted cuts, Inside Out has quickly won market recognition, especially among urban women who pursue a high quality of life and have established a good brand image.

3.2 Case Issues

3.2.1 Lululemon Marketing Issues

1. Challenges of market positioning: Lululemon started as a high-end yoga apparel, and its market positioning limits the brand's popularity and market coverage to a certain extent.

2. Demand for product diversity: With the development of the market, consumers' demand for product diversity is growing, and Lululemon needs to introduce more products that meet different sports needs to fulfill this demand.

3. Price sensitivity issues: Lululemon's high price point may discourage some price-sensitive consumers, and the brand needs to offer a more competitive pricing strategy without jeopardizing brand value.

4. Challenges of globalization and expansion: In the process of globalization, Lululemon needs to take into account the adaptability of different regional cultures and ensure that the brand message and marketing strategy can be integrated with the local culture.

3.2.2 Internal and external marketing issues

1. Pressure of brand internationalization: As a local Chinese brand, internal and external brands may face the challenge of brand recognition and acceptance in the process of internationalization, and need to formulate effective international market entry and expansion strategies.

2. Difficulties of local cultural expression: Chinese cultural elements are featured as branding elements both internally and externally, but how to appropriately express and disseminate Chinese culture in product design and marketing to avoid cultural misunderstandings or stereotypes is an issue that needs to be carefully considered.

3. Response to market competition: The underwear market is highly competitive, and there is a need for continuous internal and external innovation and improvement of product quality to meet the challenges of international and domestic competitors.

4. The need for consumer education: for underwear products, consumers often have specific preferences and habits. Internal and external need to strengthen consumer education and guidance to change consumers' traditional concepts and accept new products and design concepts.

Both brands need to continuously monitor market dynamics and changes in consumer demand, and flexibly adjust their marketing strategies to cope with the evolving market environment.

3.3 Case studies

3.3.1 Lululemon marketing techniques

Lululemon, the Canadian sportswear brand that started with yoga pants, has become a phenomenal presence in the women's sportswear market. Lululemon's marketing strategy is especially worth analyzing in today's booming women's economy.

3.3.1.1 Brand positioning and cultural resonance
Lululemon's market positioning is very clear, it focuses on high-end yoga sports brand, targeting the middle class, especially female consumers, who are looking for the ultimate cost-effective price, the brand has successfully established an emotional link with consumers by creating products that fit with their lifestyles, such as yoga pants, sports underwear, and sports shoes. Lululemon's products are not just sports equipment, but also a reflection of life attitude, and this cultural resonance is the core of its marketing strategy.

3.3.1.2 Community marketing and experiential retailing

Community marketing and experiential retailing are two of Lululemon's major assets in its marketing strategy. The brand creates a unique shopping experience by organizing yoga classes, health seminars, and other activities in its stores, which not only increase users' engagement with the brand but also strengthen the connection between the brand and its consumers. Lululemon's stores are not only a place for merchandise sales, but also a center of the community, which greatly enhances the brand's community attributes.

3.3.1.3 Product Innovation and Technology Application

In terms of product innovation, Lululemon continues to introduce new technologies and materials, such as Slivere scent anti-odor technology and a variety of high-tech fabrics, which not only enhance the performance of the products but also enhance the wearing experience of consumers. These innovations not only enhance the performance of the products but also enhance the wearing experience of consumers. Through continuous product iterations, the brand has met the demand of female consumers for high-quality sportswear.

3.3.1.4 Digital marketing and social media use

Lululemon has also excelled in digital marketing. The brand utilizes social media platforms to interact with consumers and promotes its products through KOLs and KOCs, effectively expanding the brand's influence. In addition, Lululemon provides consumers with a convenient shopping experience through its online mall and mobile apps and also optimizes its marketing strategy through data analysis.

3.3.1.5 Market Expansion Strategies

As the brand expands globally, Lululemon is also adapting its marketing strategy. In China, Lululemon is building brand awareness by opening showrooms and organizing community events. The brand is also working with local yoga instructors and fitness personalities to leverage their influence to attract more consumers.

3.3.2 Internal and external marketing tools

Under the conditions of women's economic development, internal and external brands have utilized multidimensional marketing strategies to attract and serve their primary female consumer base.

3.3.2.1 Brand Concept and Value Delivery

The brand concept of "Made To Live In", i.e. "Everything is fine, inside and outside", emphasizes physical and mental freedom, which is in line with modern women's pursuit of self-worth and comfortable life.

3.2.2.2 Product innovation and design

Inside Out focuses on comfort and design in its product design, with non-steel ring underwear as its main product form, emphasizing elasticity and comfort. The brand cooperates with international fabric suppliers to develop free-cut, tagless fabrics and uses high-end materials such as Italian nylon, high-quality mercerized cotton, 100% silk, and washed silk to enhance the

comfort and quality of the underwear.

3.3.2.3 Digital marketing and social media use

In terms of digital marketing, internal and external interactions with consumers through social media platforms and product promotion using KOLs and KOCs have effectively expanded the brand's reach. The brand's social media strategy includes interaction with consumers, content marketing, and community building to enhance user engagement and brand loyalty.

3.3.2.4 Market expansion and internationalization

Inside Out has adopted an aggressive strategy for market expansion, not only deepening its efforts in the domestic market but also actively expanding into the international market. Before entering a new market, in-depth market research and cultural studies are needed both internally and externally to understand the target market's cultural characteristics, consumer needs, consumption habits, and potential cultural sensitivities. By collecting and analyzing relevant data, we can grasp the market dynamics more precisely and lay a solid foundation for brand internationalization. The brand has built a local operation team in the United States, launched an international independent official website, and co-branded with the international brand Wolford to launch an eco-friendly series, which not only enhances the brand's international image but also demonstrates the brand's commitment to sustainable development. To better internationalize their goods, internal and external parties can actively explore how to incorporate Chinese cultural elements into their brands and products to stand out from similar competitors. By telling Chinese stories and attracting the attention of young people around the world, such brands not only enhance their international image but also stimulate the interest of global consumers in other Chinese brands going overseas.

Through the above strategies, internal and external brands can effectively communicate their Chinese cultural elements in the international market while addressing the challenges posed by cultural differences.

3.3.2.5 Community marketing and experiential retailing

Inside Out enhanced its connection with consumers by organizing offline events and experiential retailing, such as yoga classes and flash stores. These events not only provided

product experiences but also deepened consumers' identification with the brand's culture and values.

3.3.2.6 Brand Positioning and Consumer Demand

Positioned to offer cost-effective products, Inside Out's pricing strategy lies between high-end international brands and local brands, meeting consumers' needs for both quality and price. The brand uses market research to understand consumer needs for underwear, such as comfort and familiarity, to design products that meet market demand.

4. Marketing Strategy Innovation and Optimization

4.1 Personalization

Brands can offer personalization services that allow female consumers to participate in the product design process, thereby addressing their need for individuality and self-expression. For example, through online customization tools, consumers are allowed to choose different colors, and fabrics or add personal logos such as names or special symbols. Personalized services can be provided to female customers in response to their tendency to become addicted to online shopping and enjoy the buying process. Through the shopping records generated, we can understand the consumption habits of customers and try our best to meet their personalized needs in the transaction process. At the same time, in the purchase process, targeted to recommend products to customers, publicize preferential information; in the logistics and distribution, improve the quality of delivery services; in the after-sales processing, timely handling of bad feedback, returns, and exchanges, etc., which is aimed at allowing consumers to enjoy the pleasant purchase process while improving consumer satisfaction and loyalty (Chen Jun 2015).

4.2 Social Marketing

For some apparel industries or some women's real economy, to build better circles, brands can enhance their interaction and connection with female consumers by building and maintaining brand communities. Communities can be online, such as social media groups, or offline, such as brand events and experience stores. Through communities, brands can not only deliver information but also collect

feedback and understand consumer needs and preferences.

4.3 Utilization of Digital Media and Social Platforms

Brands should make full use of digital media and social platforms to enhance interaction between brands and female consumers through content marketing, KOL collaboration, and social media advertising. Content should be engaging and relevant, resonating with female consumers and encouraging them to participate in discussions and sharing.

4.4 Emotional Marketing

Female consumers are willing to pay for improving the quality of life, brands can launch products that can increase the sense of well-being in life, such as high-quality homeware, aromatherapy, food experience, etc. These goods can often be given special, so brands can create an emotional connection through an emotional marketing strategy that tells stories that are relevant to the life experiences of female consumers. This strategy can be achieved through videos, blog posts, or social media posts to create emotional resonance and increase brand loyalty.

4.5 Experience Marketing

Psychologically, female consumers may pay a hundred times more than the price of a product for a moment of emotion. Therefore, the key to utilizing experiential marketing in the women's segment is how much of the experience can be sealed in the product and whether it can be delivered to the female consumer in a non-destructive way. Brands can create unique shopping experiences, such as virtual fitting rooms, augmented reality (AR) experiences, or interactive product displays, to engage women and provide them with opportunities to participate and explore.

5. Conclusion

With the development of the Internet, community marketing and experiential retailing play a key role in marketing the female economy in the information age. Both brands have built deep connections with consumers through community marketing and experiential retailing. lululemon has enhanced user brand engagement and loyalty through in-store events and brand ambassador programs, while Inside Out has

enhanced user brand engagement and loyalty through online and offline interactive events and content marketing. Brands should continue to leverage the power of community to provide a richer and more personalized user experience by combining online and offline. Meanwhile, social media and digital marketing have become important channels for connecting brands and consumers. lululemon and inside and outside has effectively utilized social media platforms for brand promotion and user interaction. Brands should continue to explore innovative digital marketing strategies, such as utilizing big data and artificial intelligence technology for precision marketing to increase user engagement and conversion rates.

With the diversification of female consumers' needs, market segmentation and personalization have become the key to brand marketing. Brands should provide more personalized and differentiated products and services to meet the specific needs of different consumer groups through in-depth research on the needs and preferences of female consumers.

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analyzes the problems that may be encountered in the process of matching the two.