Research Article

Analysis of Marketing Prediction Model Based on Genetic Neural Network: Taking Clothing Marketing as an Example

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With the economic and social development and the improvement of people's living standards, consumers have put forward higher requirements for clothing from quantity to quality. China's clothing industry has ushered in vigorous vitality and broad development space. With the gradual abolition of world textile and apparel trade quotas, China's apparel and textile industry is facing greater opportunities and challenges. In today's increasingly developing market economy, many production companies are making marketing forecasts. A good forecast result can be used to guide the company's decision-making. The results of the model help decision-makers to reasonably arrange production and formulate marketing strategies. With the development of genetic neural network technology, this technology has been more and more widely used in signal processing, pattern recognition and other application fields. This article discusses a marketing forecasting model based on genetic neural network, predicting model parameters based on historical data of actual sales, and then carrying out experimental analysis. First of all, a series of analysis and preprocessing must be performed on the collected data. In the process of estimating and calculating the parameters of the prediction model, an error criterion is selected to determine a set of relatively optimal prediction parameters, and finally the model results A verification analysis was carried out. The experimental results show that the genetic neural network method can be used to establish a marketing forecasting model, and the established forecasting model has certain practical application value.

1. Introduction

With the rapid growth of my country's economy and the continuous improvement of clothing consumption levels, consumers' demands and requirements for clothing products are also increasing, and clothing brands continue to appear. The competition in the clothing industry is becoming increasingly fierce, the high profit margin is gradually shrinking, and the phenomenon of oversupply has appeared many times. However, my country's small and medium-sized clothing enterprises have problems such as low clothing concentration and limited production scale. The company's own brand innovation ability is not strong enough. Brand quality assurance is not high [1–4]. As my country's small and medium-sized garment enterprises face competition from large-scale garment enterprises such as capital, channels, and design, their living space is getting smaller and smaller. Competition in the apparel industry has become increasingly fierce, high profit margins are gradually shrinking, and oversupply occurs frequently. However, our country's small and medium-sized clothing enterprises have the status quo of small production scale, low clothing concentration, weak brand innovation ability, and low quality assurance [1–4]. The Chinese small and medium-sized clothing companies face competition from capital, channels, design and other large-scale clothing companies. The companies' living space is getting smaller and smaller. Small and medium-sized clothing companies not only have to face the competition of large-scale clothing companies, but also have to face the increasing demands of consumers in...
various quality and styles. As a result, there has been competition from some companies with shoddy and low-priced clothing products [5–7]. However, the realization is very difficult. Due to the shortage of funds, poor corporate image, lack of innovation in design, and low brand influence of small and medium-sized clothing companies, the development of small and medium-sized clothing companies has been seriously affected [8–11]. At the same time, as foreign-funded apparel companies in developed countries have increased their penetration into the Chinese market. Under the current circumstances, competition in the Chinese apparel industry has evolved into global competition. In such a severe market environment, my country’s small and medium-sized apparel companies are still adopting the usual imitation and follow strategy, resulting in a serious market “cloning” phenomenon. The fierce price competition among enterprises and the meager profits have caused enterprises stretched and struggling in the fierce market competition [12–14].

Corporate marketing is a human activity related to the commodity market, just as the studies of scholars have shown. The market is composed of all potential customers who have specific desires and needs, and are willing and able to meet these needs through exchange. Therefore, the number of people who have needs to own the resources needed by others and are willing to exchange these resources for their needs determines the size of the market. This article further introduces the definition of marketing by several well-known and authoritative scholars, such as the definition of marketing by Philip Kohler [15–17]. Marketing is a function of an enterprise, specifically a tool used to analyze the needs and desires of consumers. Evaluate the supply that the organization can provide, choose its own target market, and formulate corresponding product, price, distribution and promotion plans to meet the satisfaction of consumers in the target market. Some scholars believe that marketing is to concentrate all the various resources and goals of an organization into the opportunities and needs faced by the organization [18–20]. Marketing is a comprehensive concept formed through a multi-dimensional combination of various concepts, theories, and practices. Evaluate the organization’s ability to provide sufficient supply to select its own target market. Enterprises can formulate corresponding products, prices and sales plans. Such a scheme can meet the needs of consumers in the target market. Some scholars believe that marketing is to gather various resources of an organization to meet all the needs of the organization [18–20]. Marketing is a comprehensive concept formed by the multi-dimensional combination of various concepts, theories and practices. The Board of Directors of the American Marketing Association defines marketing as a process of trading opportunities to achieve personal and corporate goals, and then the planning and implementation of ideas, goods, and service concepts, pricing, promotion, and distribution. Some scholars have defined marketing from a micro perspective. Marketing is the responsibility of business activities. It directs products and services from producers to consumers or users in order to meet customer needs and realize company profits. Through the above understanding of marketing concepts, marketing is the product of market competition, and the success or failure of an enterprise depends largely on whether the enterprise’s marketing strategy is correct [21–23].

Facing the new century and a new round of global competition, the relevant research of corporate marketing strategy appears to be particularly important. This article believes that marketing strategy refers to the behavior of the enterprise to actively seek long-term survival and development goals in the changing market environment. According to the changes of external environment and internal conditions, the company organizes to formulate the time, location, price and sales method of products and services. Then provide customers with a series of market operation activities and processes [24–27] (Figure 1). The expression of marketing concept involves many aspects, including the purpose of marketing activities, institutional factors, marketing content and so on. It should be noted that marketing activities are not static, but constantly change attitudes, perspectives and concepts from the perspective of consumers. The expression of marketing concepts covers a wide range of content, including the purpose of marketing activities, the basis for marketing formulation, and the content of marketing. It should be noted that marketing activities are not static, but constantly change attitudes, angles, and ideas from the perspective of consumers, and gradually unfold around consumers [28–31].

2. Conceptual Model of Market Competition Theory

2.1. Market Segmentation and Target Market Theory. In today’s society, consumers’ demand for clothing has far exceeded the basic needs for covering the body, and clothing has become a manifestation of the pursuit of individuality and self-expression. The diversity of consumer demand prevents clothing companies from serving all consumers in the market. Appropriate choices and market positioning are the key to success. The first step is market segmentation, that is, the behavior of dividing the entire market into several buying groups according to individual products or marketing combinations that customers need. The second step is to select the target market, which is to judge and select one or more market segments that the enterprise needs to enter. The third step is to make a market positioning, which not only establishes and communicates the profit behavior of the key characteristics of the product in the market but also establishes the image and status of the product in the consumer group [32–34].

Marketing segmentation strategy: the so-called market segmentation mainly refers to the process of dividing the market into several independent parts according to certain standards, and there are submarkets with obvious demand differences. Market segmentation is an important step in formulating marketing strategies in marketing management, and it also an important prerequisite for establishing target markets and market positioning. The fundamental purpose of market segmentation is to enable companies pertinently understand consumer needs, so that companies can use their
own characteristics and advantages to meet specific consumer needs. At present, more and more apparel companies are beginning to realize the importance of market segmentation and have their unique market positioning [35]. Through market segmentation, on the one hand, it is possible more accurately find the difference in customer needs and better discover and seize market opportunities to avoid risks. On the other hand, it can clearly grasp the competitors in each market segment. The level of competitive strength and market share in order to make better use of their own competitive advantages and choose the most effective target market. The standards of apparel market segmentation mainly formulated in accordance with the different needs and characteristics of target customer groups. The segmentation of the apparel market needs to meet objective requirements. Apparel companies need to provide a very valuable basis for market specialists to choose target markets. The main factors of consumer market segmentation can be divided into the following four aspects, including geographic segmentation, human segmentation, psychological segmentation, and behavioral segmentation. The segmentation of the clothing market must conform to objective reality, and provide a valuable scientific basis for clothing companies to choose the target market. The main segmentation variables that affect consumer market segmentation are geographic segmentation, humanistic segmentation, psychological segmentation, and behavioral segmentation. These variables used alone or in combination. The commonly used market segmentation standards mainly based on the factors of clothing differentiated demand, and divided into four categories: geography, population, psychology, and behavior. Model analysis results are shown in Figure 2.

In short, once an enterprise has determined the possible direction of market segmentation, it should evaluate the difference and value between different market segments and decide how many market segments to serve. When evaluating market segments, companies should study whether the attractiveness of the market segments is consistent with the company’s goals and resources. After choosing some markets as the target, the company should decide to concentrate on a single market segment, several market segments to achieve product specialization, market specialization, or complete coverage of the market.

Considering that the gradient from output to input is difficult to calculate directly, the gradient value of output to input in each layer can be calculated separately first, and then combined according to the chain rule, so as to obtain the total gradient. The above process is the back propagation algorithm. In traditional FNN, only two gradients from the output layer to FC and FC to the upper layer FC need to be calculated, while in a typical CNN, four new gradients need to be calculated: FC => Pool, Pool => Conv, Conv => Conv, Conv => Pool. Set the CNN model of a layer, whose input layer is 0, hidden layer is \( v \), and output layer is \( V \).

2.1.1. Error Calculation. Define the total error rate for a layer relative to the output.

\[
\epsilon_r^{(l)(v)} = \frac{\partial}{\partial a_r^{(l)(m)}} f(w),
\]

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**Figure 1:** Marketing planning management flow chart.
where \([+P]\) only appears when completion operation is required, and \(J\) is the mutual entropy Loss Function of the model, expressed as

\[
J(w) = -\frac{1}{l} \sum_{i=0}^{l-1} \sum_{f=0}^{F-1} \delta_{y(i)}^{f} \ln h_{f}^{(i)}(V),
\]

(2)

where \(\delta\) is the Dirac function and \(y\) is the label value corresponding to the input data. The error calculation method between different network layers is calculated as follows.

Output layer to full connection layer:

\[
\epsilon_{f}^{(V-1)} = \frac{\partial}{\partial a_{f}^{(V-1)}} J(w) = \sum_{f'=0}^{F-1} \frac{\partial h_{f'}^{(i)}(V)}{\partial a_{f}^{(i)}} \frac{\partial}{\partial h_{f}^{(i)}(V)} J(w). \]

(3)

Take the partial derivative of

\[
\frac{\partial h_{f}^{(i)}(V)}{\partial a_{f}^{(i-1)}} = \delta_{f}^{i} \left( 1 - h_{f}^{(i)}(V) \right).
\]

(4)

3. The Construction and Application of Marketing Combination Theory

Product strategy is the most important part of the marketing mix, which includes product quality, performance and packaging. In addition to the above, it also needs to include leasing, delivery, repair and training. Products are all kinds of things that provided to the market and satisfy people’s desires and needs. Products include entities, organizations, services, and places. The overall concept of the product includes three parts: core, form and additional products. Product strategy mainly includes the following aspects.

The first is the product mix, that is, the integration of various products and services such as production and operation. It has four characteristics of breadth, depth, length and relevance. The second is product quality assurance. Product quality is the most important part of a product, which can win a good reputation and establish a good image for the organization. For this reason, companies should put an end to those shoddy products and reduce the damage to the interests of customers. The third is to make decisions about the brand. According to the brand is the organization’s original creation and has extremely significant characteristics. Distinguish other competitors in a targeted manner. Consider the organizational ingenuity of the brand. Brand supply has its own characteristics. This article needs to distinguish between different competitors as much as possible. A complete brand consists of two parts: the name and the logo. The product life cycle is also key to brand continuity. A complete brand includes two parts: a name and a mark. The fourth is the product life cycle. Mainly refers to from entering the market to being eliminated. The main process consists of four stages, namely the lead-in period, the
growth period, the mature period and the decline period. In fact, products are in different life cycles, and marketing strategies for products and services are different. The fifth is the development of new products. The market recognition of products mainly comes from meeting the needs of the market. Take the partial derivative of

\begin{equation}
Y^* = \arg\max_y P\left(\frac{Y}{X}\right) = \arg\max_y \exp\left(\sum_{i,k} \lambda_k f_k(y_{i-1}, y_i, x) + \sum_{i,k} \lambda_k f_k'(y_i, x)\right).
\end{equation}

The recursion form is:

\begin{equation}
\theta(i, y) = \max_y y' \left\{ \theta(i - 1, y') + \sum_{k} \lambda_k f_k(x, y, y', i) \right\}. \quad (7)
\end{equation}

The relation between the output value and input value of neuron i can be expressed as

\begin{equation}
X = [x_0, x_1, x_2, \ldots, x_n]. \quad (8)
\end{equation}

(1) Geographical subdivision: geographical segmentation refers to companies segmenting the market based on the geographic location of consumers. Geographically subdivided index items mainly include region, city size, population density, and climate. In contrast, geographic segmentation is a more traditional method of market segmentation. Customers in different geographical locations have different desires and needs for clothing due to their respective climate, traditional culture and economic development level.

(2) Population breakdown: demographic segmentation is to segment the market according to variables such as age, gender, family size, family life cycle, family monthly income, occupation, employee education, religion, and nationality. The dressing of clothing varies from person to person. It said that the demographic variable is the basic element of market segmentation.

(3) Psychological subdivision: psychological segmentation mainly divides consumers into different groups according to their lifestyle and personality characteristics. First, the lifestyle of lifestyle consumers can directly affect their purchasing habits. According to their lifestyles, consumers divided into fashion type, simple type, hedonic type, career type and the pursuit of social place. Second, personality refers to a person’s interests, hobbies, abilities, temperament and personality. The introverts tend to be calm and conservative in the colors and styles of clothing, while the extroverts tend to like brightly colored, trendy and fashionable clothing.

(4) Behavior subdivision: behavioral segmentation is to divide the market into several customer groups according to factors such as consumers’ purchase behaviors.

\begin{equation}
L(\lambda) = \sum_{(x, y) \in D} \log P(y|x) \quad (5)
\end{equation}

Given the model parameter’s, the expression of the most likely tag sequence can be obtained:

\begin{equation}
\text{timing, motivation, usage status, frequency of use, loyalty to the product, the stage to be purchased, and the attitude to the product.}
\end{equation}

4. Analysis and Discussion of Calculation Results

Through this analysis, the main source of profit for clothing companies is suits. For this reason, suits will be the main source of production and operation in the future, and we will try to use external collaboration to realize virtual processing operations. Specifically, for the suit products of clothing companies, suits can be divided into various parts according to the characteristics and characteristics of consumers’ needs, and the product structure of the clothing company can be formulated according to a certain product ratio, and the main source of profit can be put into the suit. The proportion is increased to that, the proportion of casual clothing that is the main popular factor in the market is reached, and the proportion of single-quantity and single-cut clothing is.

Substitute the above two equations into equation (9) to obtain

\begin{equation}
x_f^{(V-1)} = h_f^{(V)} (1 - h_f^{(V)}) \left( \frac{\delta y^v}{y^v} \right) = \frac{1}{T} \left( h_f^{(V)} - \delta y^v \right). \quad (9)
\end{equation}

The following mathematical derivation is similar to this process, and is not explained step by step.

Full connection layer to full connection layer:

\begin{equation}
\frac{\partial}{\partial h_f^{(V)}} f(w) = \frac{\delta y^v}{h_f^{(V)}}. \quad (10)
\end{equation}

where net is the derivative of the activation function.

\begin{equation}
\text{net}_i = \sum_{j=0}^{n} w_{ij} x_j. \quad (11)
\end{equation}

Full connection layer to pooling layer:

\begin{equation}
y_i = f(\text{net}_i). \quad (12)
\end{equation}
Form a combination of suits and casual clothing, and realize the combination of individuality and popular clothing. The purpose of single-piece tailoring for clothing companies is not only to profit for the company, but also to design better and fashionable clothing for the company, thereby turning the clothing company to the stage of high-grade clothing, establishing brand advantages, and winning consumer recognition and cultivate the goodwill of the brand. It also lays the foundation for the company’s future development to a higher level. Model analysis results are shown in Figure 3.

In addition, in the style of suits, you can follow the elements of personality, leisure, simplicity, and fashion pursued by modern suits. The colors need to be gray, blue and brown. In the design of clothing styles, enterprises mainly take into account factors such as consumer demand and market demand. The clothing positioning of clothing companies has shifted from mid- and low-end suits to mid- to high-end clothing. Therefore, the company’s product strategy also needs to take into account the style of clothing itself. Enterprises need to fully control the quality of products. The fabrics are mainly wool and wool polyester. In the design, individual factors are taken into account as much as possible, so as to ensure that the positioning of the clothing company’s clothing is shifted from mid- to low-end suits to mid- to high-end apparel. In addition, the product strategy also needs to take into account that the apparel design has its own unique style, and grasp the quality and other factors to enhance the added value of the apparel company’s apparel products. Model analysis results are shown in Figure 4.

There are two ways of pricing strategies for general products. One is penetration pricing, which mainly relies on low prices to occupy the market. The other is liposuction-pricing strategy, which mainly sets higher prices to attract consumers and win corresponding profits. Considering the actual development process of clothing enterprises, the pricing of products by enterprises is also different. Under the current circumstances, it is difficult to meet the overall positioning of garment enterprises and the actual needs of the market. If the price of the product is too low, the profit of the company will be difficult to achieve. But if the price of the product is too high, it will be difficult to occupy the market. For clothing companies, it has also used penetration pricing and liposuction pricing, but they are difficult to meet the clothing company’s clothing positioning and market positioning. If the price is too low, the company’s profits will be difficult to achieve. If the price is set too high, it will be difficult to occupy the market. For this reason, in terms of pricing, clothing companies can restructure and adopt a unified pricing method. All stores, intermediaries and retailers across the country will adopt a unified price without discounts and clearly mark prices. The interrelationships between model elements are shown in Figure 5.

The quantity discount method, mainly for those intermediaries or consumers who customize and purchase the company’s clothing in large quantities, can use a certain discount method. For consumers who purchase multiple times in the clothing company’s stores, they can give a certain point discount. The way of advertising discounts, this discount is mainly aimed at dealers, in order to encourage them to put a large amount of advertising in order to sell products. Model analysis results are shown in Figure 6.

The way of seasonal discounts. It is mainly for discount measures taken according to different seasons. For example, during the off-season, corresponding seasonal discounts can be adopted to prevent the accumulation of clothing and the phenomenon of understocking. However, a reasonable reduction rate needs to be formulated when discounting. The old-for-new discount method is a new method adopted by clothing companies at this stage. Intermediaries and consumers can take old suits and exchange them for new suits in accordance with a certain depreciation ratio. Finally, in order to ensure the effective combination of various product varieties of the clothing company, consider the effective combination and combination of the product price of the clothing company. Model analysis results are shown in Figure 7.

Advertising is an important promotion method. Clothing companies also attached great importance to advertising at the beginning of their establishment. However, in recent years, with the decline in benefits, in order to reduce operating costs, clothing companies have gradually reduced some advertising expenses. In this regard, this article believes that, Advertising is not a panacea, but it is absolutely impossible without advertising, especially in the face of current clothing brand competition. If the value of the brand is not communicated through advertising, the brand equity may depreciate, the brand value will shrink accordingly, and the company will lose Competitiveness. Therefore, moderate advertising is necessary for clothing companies, and the important thing is how to use good steel on the blade. Model analysis results are shown in Figure 8.

For some product types, my country’s garment processing has reached a certain stage. The market is at a certain saturation. The product advertisement of clothing enterprise needs to pay attention to the promotion of product culture and brand. The focus of propaganda of different clothing companies is different. Because our country’s suit products are already in a mature period, the product advertising of clothing companies should be placed on the brand culture and product characteristics. However, the focus of publicity for clothing companies is different, and the focus of publicity is different. For example, in a relatively stable clothing market, pay attention to the publicity of the clothing company’s brand reputation, and pay attention to publicizing the company’s new products, positioning, and personality and characteristics. As for the newly developed immature clothing market, attention should be paid to the promotion of clothing brand awareness, culture, connotation, and development history, to strengthen new consumers’ awareness of clothing company brands.

In addition, clothing companies also need to focus on using different publicity channels in the target market, such as newspapers, television, magazines, and the Internet. In addition, pay attention to the advertising support for the clothing company’s distributors, such as putting on car bodies, road signs and banner advertisements. And it is
Figure 3: Data analysis of MCCB clothing sales.

Figure 4: Product strategy classification effect results. (a) Original: three groups. (b) Treatment A: three groups. (c) Treatment B: three groups. (d) Treatment C: three groups.
necessary to explore other advertising methods and channels as much as possible to make a certain difference between your brand and competitors, such as using new media methods such as mobile phone text messages, advertising, and the Internet to increase the marketing atmosphere of the clothing company’s store. Improve the desire to buy, enhance the brand image, etc. Model analysis results are shown in Figure 9.

Seasonal discount sales are a common promotion method for clothing companies. For most clothing companies, whether it is famous brand or large-scale goods, when they enter the off-season, they will use discounts to deal with the backlog of clothing products. For this reason, the clothing company’s seasonal discounts are discounted in the middle and late quarters of each quarter and sold to cheap stores at low prices at the end of the season, with the labels cut off, so as not to affect the reputation of the clothing company’s clothing brand. Model analysis results are shown in Figure 10.

Sales promotion is also called promotion. Compared with the above other promotion methods, its effect is more obvious and remarkable. For the clothing industry, perennial sales promotion has become an important weapon for many companies, and it has become a prerequisite and means for effective communication with intermediaries. In addition, my country’s clothing industry has a certain seasonality and fashion, so it is very important for clothing companies to promote sales. For this reason, clothing companies need to strengthen communication and carry out various promotional activities under the guiding ideology of improving clothing sales. Specifically, the following aspects strengthened. Model analysis results are shown in Figure 11.
The first is to strengthen the communication means of comprehensive promotion. In fact, the promotion activities of clothing companies not only need to understand the end consumers, but also need to combine the dealers and the employees of the company to increase sales through comprehensive communication. The second is to pay attention to form innovation. The company’s promotional activities are different from simple price cuts, discounts, and gifts. It is necessary to innovate the sales promotion methods of clothing companies to greatly increase the effect of sales promotion and increase the value of clothing brands. To this end, promotion methods such as concepts, culture, achievements, discounts, and lotteries can be added. The third is to strengthen the psychological analysis and research of the company’s clothing consumers to prevent the use of prices to achieve sales promotion activities, and value promotion methods should be adopted. If you simply use price promotion not only to harm your competitors, but also to the clothing company’s own brand. For this reason, value should be used to complete the sales promotion of clothing company, increase the role of promotion, and try to achieve the effect of getting twice the result with half the effort. The fourth is to further enhance the brand image and brand value of clothing companies.

Figure 7: Service strategy classification effect under different grouping model tests.
through honesty and public welfare promotion, and carry out various public welfare activities. The fifth is to strengthen the marketization of clothing companies’ stores. Through the commercialization of the company’s clothing, customers can easily see, select and pay for their suitable products when buying, and can generate a certain desire to buy, and realize the sales of clothing products. This is a better way of promotion at this stage.

This article tests the predictive ability of the model. The model is built for prediction. Whether the model has predictive ability is the main criterion for selecting a model. The predictive ability of the model mainly manifested in whether the range of prediction error is within a reasonable and acceptable range. The above forecasting model predicts the market sales well at most of the forecasting points. The predictive capabilities of these two models can be viewed from the following four aspects: (1) because of the sudden change of data is removed in the data preprocessing process, the predictions obtained on these data points will have a large deviation from the actual situation. However, it is also because of these processes that the prediction enabled. Reflects an overall change and trend of sales. (2) These two models are forecasting short-term, and the error of the forecast result is still acceptable. Similar to ACB and MCCB, the forecast of the near term point is better, and both used to guide the production of enterprises, etc., and have certain practical applications. Value, but there are also several points, especially the medium and long-term forecast errors are relatively large, and there is a certain distance from the actual sales situation.
Figure 9: Market evaluation form segmented by psychological factors. (a) ACB original sales value. (b) ACB control group A sales value. (c) ACB control group B sales value. (d) ACB control group C sales value.

Figure 10: Targeted market evaluation form segmented by psychological factors. (a) Control group A. (b) Control group B.
5. Conclusion

China’s apparel market is in a period of rapid growth. For any apparel company that wants to participate in competition and gain development, this is a once-in-a-lifetime market opportunity. The clothing industry is known as the eternal sunrise industry. The clothing industry is my country’s traditional pillar industry. Since the reform and opening up, my country’s clothing industry has achieved rapid development. During this development process, some small and medium-sized clothing companies have been eliminated, but many small and medium-sized clothing companies have gradually gained space for sustainable development. But, since the outbreak of the financial crisis, my country’s industrial development needs to undergo structural adjustment. This is a challenge and an opportunity for apparel companies. The impact of this structural adjustment in the global market is very extensive. When the clothing market enters a mature period, my country’s clothing industry will eventually form a pattern of clothing monopoly competition, and the vast majority of clothing manufacturing enterprises will be merged. However, since the financial crisis hit the world in 2011, although it has a certain impact on the development of our country is clothing industry; it has also brought certain opportunities. For this reason, this period is also the most critical period for apparel companies to survive the survival of the fittest. When the apparel market enters a mature period, my country’s apparel industry will eventually form one of the few apparel monopolistic competitions and the vast majority of apparel manufacturing companies will be merged. The main research achievements of this paper include:

(1) Price is the most flexible part of the marketing mix. It is also an important part of marketing strategy, and it is also a part that operators must face. The organization’s price setting generally considers the following two aspects: one is the value of the product, the other is the relationship between market supply and demand, and the third is the market environment. For this reason, the organization needs to choose a price strategy appropriately, formulate a price that satisfies consumers, and achieve the organization’s marketing goals. In addition, product-pricing strategies also need to consider product costs, consumer psychology, and competition in the same industry.

The formulation of a price strategy should include the following aspects: one is the basic pricing method, which mainly based on the factors that affect the product price, and the pricing strategy of the whole plan formulated. It includes three strategies of cost-oriented, demand-oriented and competition-oriented. The second is the price adjustment strategy. After the basic price of the product is set, the organization needs continuously adjust the price of the organization’s product or service according to market demand and production and sales conditions to achieve the organization’s marketing goals. Price adjustment strategies include discounts, differences, psychological, and regional pricing strategies. The third is the countermeasures of the organization facing competitors’ price reductions. When the organization adopts price reduction strategies, it should explain the purpose and impact of the price reduction. However, it noted that the organization of product price reduction is through a series of sophisticated market analysis to achieve competitors’ price reduction strategies.

(2) Due to the requirements of geography and customer needs, it is difficult for most organizations to sell their products or services directly to customers, mainly through various channels to achieve the sales of products or services. The marketing channel is the bridge between the organization and the customer, and the link between the manufacturer and the customer. Moreover, the marketing organization show connections with the internal, external and intermediaries of other organization. The organization realizes the sales of products and services through the organizational structure. The organization develops appropriate marketing channel strategies to ensure that the organization’s products are barrier-free in the sales process. In addition, when designing marketing channels, a reasonable marketing channel structure designed, that is, whether there are links in the marketing channel or the number of links to divide the structure of the marketing channel. Specifically, it includes the following aspects: direct channels, first-tier channels, second-tier channels, etc.

(3) Promotion refers to a series of activities that sell products or services to target customers and persuade them to buy. To this end, the organization...
needs to hire excellent sales staff, and provide regular training and incentives. It also needs to develop methods of communication, sales promotion, direct and online marketing. Organizations also need to use promotional strategies such as advertising, sales promotion, and personnel sales. Advertising is an important part of an organization’s promotion strategy, which used to promote products or services to achieve the organization’s marketing goals. Moreover, with the widespread use of mass media, and more and more aspects involved the use of advertising also becoming more and more extensive. Sales promotion is that organizations use some means to stimulate consumers’ desire to buy, and further stimulate the sales of enterprises’ intermediaries. The desire of enterprise products and the methods of promotion. Personnel sales refer to the use of professional sales personnel to achieve the sales of products or services in a variety of ways. Public relations use effective public relations methods to coordinate the internal and external environments of the organization to create a good environment for the organization. Public relations environment.

Data Availability

The data used to support the findings of this study are available from the corresponding author upon request.

Conflicts of Interest

The authors declare that they have no known conflicts of interest.

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