A Review of the Research on the E-Commerce Transformation of the Peacebird Brand in China's Traditional Women's Fashion Industry

Fei GENG[1], Chuanchen BI[1*]
[1] College of Graduate Study in Management, Khon Kaen University
*Corresponding author at chuabi@kku.ac.th

Abstract—With the rapid development of global e-commerce, traditional women's clothing brands are encountering unprecedented challenges and opportunities in the process of digital transformation. In recent years, research on the e-commerce transformation of traditional women's wear brands has been increasing, covering multiple dimensions such as consumer behavior, digital marketing, and technological integration. This paper conducts a systematic literature review to comprehensively evaluate the theoretical foundations, research themes, and key methodologies in this field, with a particular focus on the transformation practices and experiences of traditional Chinese women's wear brands on e-commerce platforms. The study finds that rapidly changing consumer demands, the adoption of innovative marketing strategies, and the deep integration of information technologies have become central topics of current research. Meanwhile, areas such as brand differentiation strategies, user experience optimization, and digital upgrading of supply chains still offer significant room for further exploration. By reviewing and analyzing existing literature, this paper not only deepens the understanding of the current state of research on the e-commerce transformation of traditional women's clothing brands but also identifies key issues in future research and practical applications. The findings provide systematic theoretical support for the academic community and offer strategic recommendations for the practical transformation of traditional women's wear brands, contributing to the sustainable development and innovative upgrading of the industry.
Keywords—E-Commerce Transformation; Traditional Women's Fashion; Peacebird Brand; China's Apparel Industry; Research Review

INTRODUCTION

In recent years, with the rapid development of the Internet, e-commerce has become an indispensable part of daily life. As emerging technologies such as big data and artificial intelligence continue to evolve, global e-commerce is profoundly reshaping the retail landscape, bringing unprecedented challenges and opportunities to traditional industries. China is currently the world's second-largest consumer market and is expected to become the largest soon. However, as the consumer market expands, consumer demands for product quality are also rising significantly. In particular, the traditional operating and production models of the apparel industry are no longer sufficient to meet the growing consumption needs and the rapidly increasing demand for personalization. As a result, the apparel industry faces an urgent need for transformation and upgrading. This shift is especially evident in the women's wear sector. In response to changes in consumer behavior, digital innovation, and intensifying market competition, the industry has undergone significant transformation. Among Chinese apparel companies, Peacebird stands out as a pioneer in digital transformation. With its strategic focus on "fashion-oriented, data-driven,

and omni-channel retail," Peacebird plays a vital role in accelerating the integration of online and offline channels. Its transition from traditional retail models to digital platforms reflects a broader trend among Chinese fashion brands seeking to modernize their business models, enhance customer engagement, and integrate resources across sales channels. Despite growing academic interest in the digitalization of the fashion industry, research specifically focused on the e-commerce transformation of traditional brands such as Peacebird remains relatively fragmented and underexplored. This gap highlights the need for in-depth case studies to better understand the strategies, challenges, and impacts of digital transformation within the context of traditional fashion retail. The central research question of this study is to evaluate the current state of research on Peacebird's e-commerce transformation within China's traditional women's wear industry, through a comprehensive review and synthesis of relevant literature. This study aims to systematically assess existing research on Peacebird's digital transition, extract key research themes and methodologies, identify existing gaps, and provide theoretical guidance for future academic inquiry. At the theoretical level, this study contributes to clarifying the position of Chinese traditional women's clothing brands within the broader discourse on digital transformation, promoting deeper integration of fashion e-commerce and brand digitalization theories. At the practical level, by summarizing successful practices and highlighting underexplored strategic areas, it offers valuable insights for traditional fashion brands navigating transformation in the digital economy. At the applied level, a deeper understanding of Peacebird's research landscape can help similar brands develop more forward-looking and adaptive strategies in both global and domestic markets, thereby enhancing competitiveness and market relevance.

LITERATURE REVIEW
Theoretical Foundation and Key Concepts
Definition and Characteristics of Traditional Women's Fashion Brands

Traditional women's clothing brands generally refer to clothing companies with a long history, high market visibility and brand identity. Such brands usually have unique design styles and profound cultural accumulation, and have established stable brand loyalty among specific consumer groups. Its core characteristics include relatively clear market positioning, strong brand cultural heritage and relatively stable consumer base.(LI, 2024)

In China, most traditional women's clothing brands started with a business model based on physical retail, relying on offline department stores, specialty stores and other channels to build sales networks and brand images. For a long time, these brands have mainly targeted middle-aged and older female consumers, focusing on the quality, comfort and classic design of clothing. Its brand communication methods mainly rely on traditional advertising, offline promotions and word-of-mouth communication. The brand image is relatively stable, but there are certain limitations in innovation and flexibility.(*LI, 2022*)

With the rapid development of Internet technology and profound changes in the consumer environment, traditional women's clothing brands are facing unprecedented challenges. On the one hand, young consumer groups have gradually become the main force in the market, and consumer preferences have shifted towards fashion, diversification and personalization; on the other hand, the rise of e-commerce platforms and social media has broken the traditional sales and marketing model, prompting more diversified consumer channels, and the traditional offline advantages have gradually weakened. At the same time, consumers' shopping behavior has shifted from simply focusing on products to focusing on shopping experience and personalized services, and the interactive relationship between brands and

consumers has become more important. (*Chen, 2021*)Therefore, traditional women's clothing brands have to re-examine their brand strategies and actively promote transformation initiatives such as product design innovation, channel integration and digital marketing. Traditional women's clothing brands represented by Peacebird, as important enterprises in China's clothing industry, are in a critical stage of transformation from traditional models to digitalization. Not only are their design styles tending to be younger and more diversified, but they have also increased their efforts in online channel construction, covering emerging marketing methods such as self-built e-commerce platforms, mainstream e-commerce settlements and live streaming, which has significantly improved their digital operation capabilities. These transformation practices provide typical cases for the digital transformation of traditional women's clothing brands and provide rich empirical materials for academic research. Clarifying the definition and development characteristics of traditional women's clothing brands will help to deeply understand the opportunities and challenges they face in the process of e-commerce transformation and provide a solid foundation for subsequent theoretical analysis and empirical research.

Connotations and Stages of E-Commerce Transformation

E-commerce transformation is not only a change in sales channels, but also a systematic change covering brand strategy, organizational structure, technology application and user relationship. It requires enterprises to profoundly adjust their business philosophy and management processes based on traditional business models to adapt to market competition in the digital economy. E-commerce transformation reflects the inevitable trend of digitalization, networking and intelligent development of enterprises, and is an important path to promote the modernization of traditional enterprises.

The academic community generally divides the e-commerce transformation process into multiple stages. The first is the starting stage, in which enterprises mainly aim to establish online sales channels and achieve the initial migration of traditional offline businesses to e-commerce platforms. At this stage, enterprises focus on product listing, payment system construction and basic online marketing. The difficulty of transformation is relatively low, but they still face challenges in channel development and user habit cultivation.(*Qu, 2022*)The second is the integration stage, in which enterprises begin to promote the coordinated development of online and offline resources and emphasize the implementation of the omni-channel strategy. This stage not only focuses on the diversification of sales channels, but also pays more attention to data integration and consistency of customer experience. Enterprises achieve channel complementarity and improve operational efficiency and user satisfaction by connecting inventory, logistics, customer service and other links.The third is the deepening stage, where digital technology deeply intervenes in enterprise operations and management. At this stage, emerging technologies such as artificial intelligence, big data analysis, cloud computing, and mobile payments have become part of the core competitiveness of enterprises, promoting the development of precision marketing, intelligent supply chain management, and personalized customer service. Enterprises begin to focus on transforming internal processes and business models through digital means to achieve business model innovation and continuous value creation.

For traditional women's clothing brands, the challenges of e-commerce transformation are not limited to the access and application of technology. The adjustment of brand positioning, the change of consumer communication methods, and the reshaping of corporate culture and organizational structure are equally critical. Traditional brands often rely on offline physical channels and fixed customer groups. In the

process of digital transformation, it is necessary to rebuild the brand image, adapt to the younger and more diversified consumer needs, and strengthen the interaction and emotional connection with consumers.

In addition, e-commerce transformation also involves changes in supply chain management, inventory control, after-sales service, etc., all of which require enterprises to have strong cross-departmental collaboration capabilities and agile response mechanisms. Enterprises need to cultivate digital talents, promote organizational changes, and improve the level of information system construction to achieve an effective transition from traditional operations to digital operations.(*Du, 2021*)

In general, e-commerce transformation is a dynamic and continuous process. Enterprises need to develop a development path that suits them based on their own resource conditions and market environment. Understanding the connotation and stages of e-commerce transformation will help to systematically grasp the complexity and multi-dimensional characteristics of transformation and provide theoretical support for in-depth analysis of specific cases.

Overview and Applicability of the 4C Marketing Theory

The 4C theory was proposed by Robert F. Lauterborn in 1990. It aims to replace the four elements of product, price, channel and promotion in the traditional 4P marketing theory with a consumer-centric approach. The theory emphasizes consumer demand as the starting point, focuses on consumer experience and value creation, and proposes four key dimensions: consumer wants and needs, cost perception, convenience to buy and communication.(Robert F. Lauterborn, 1990)

In the context of the rapid development of digitalization and e-commerce environment, the consumer-centric thinking in the 4C theory is particularly in line with current market changes. Consumer needs are becoming increasingly diversified and personalized, and brands need to use technical means to accurately capture and meet these needs and improve the customization level of products and services. Cost perception not only involves price competition, but also covers the time, energy and risk costs perceived by consumers during the shopping process. In terms of convenience, e-commerce platforms lower the threshold for consumer purchases and improve consumer experience by optimizing user interfaces, simplifying purchase processes, and improving logistics and distribution. Communication and interaction emphasize two-way communication between brands and consumers, and enhances interactivity and emotional connections through channels such as social media and customer service.

Based on the above analysis, the 4C theory provides important theoretical support for the e-commerce transformation of traditional women's clothing brands. From the perspective of consumers, brands can systematically evaluate their performance and shortcomings in meeting user needs, optimizing cost structure, improving shopping convenience, and strengthening communication and interaction during the transformation process. At the same time, the 4C theory helps to identify the limitations of existing research in understanding consumer experience and behavior and points out that future research can further deepen the issues related to consumer participation and digital interaction.

Therefore, in the research framework of this article, the 4C theory is not only used as an analytical tool but also provides a theoretical basis for exploring the consumer-centric strategy of traditional women's clothing brands in e-commerce transformation, which promotes the effective combination of theory and practice.

Comparative Analysis of Existing Research

Research Gap and Positioning of the Current Study

At present, the academic community has achieved relatively rich results in the research of brand digital transformation, e-commerce strategy and consumer behavior, especially in the fields of fast-moving consumer goods, cosmetics and international fast fashion brands, and the relevant cases and theoretical discussions are relatively mature. (*Liu, 2024*)However, there is still a lack of systematic research on traditional Chinese women's clothing brands, especially specific brand cases. Due to their unique cultural background and market environment, traditional women's clothing brands face specific challenges and opportunities in the process of digital transformation, which have not received sufficient attention and in-depth analysis. In addition, existing research focuses on technology application or marketing strategy, and mostly starts from the perspective of enterprises or technology, and rarely explores the motivation and path of transformation from the perspective of consumer demand and behavior, lacking a systematic integration of the consumer-dominated perspective. At the same time, the application of theoretical models is also relatively scattered, lacking a structured and comprehensive analytical framework combined with specific industries and brands.(Cui, 2017)

In view of the above shortcomings, this study selects the traditional Chinese women's clothing brand Peacebird as a typical case and adopts a systematic literature review method to conduct an in-depth combing and evaluation of the current research status in this field. This article takes the consumer perspective as the starting point and combines the 4C theoretical framework to supplement the deficiencies of existing research in terms of practical orientation and theoretical integration, and to provide a more targeted and systematic perspective for the academic community to explore the e-commerce transformation of traditional women's clothing brands.

Major Gaps in the Current Body of Literature

Existing research mainly focuses on the strategic level and platform operation model of e-commerce transformation, focusing on the digital transformation of sales channels through technology application and market strategy. There is less attention paid to the reshaping of brand culture and changes in the communication mechanism with consumers during the transformation of traditional women's clothing brands. As an important part of the brand's core competitiveness, the transformation of brand culture has a profound impact on brand image and consumer loyalty, and there is currently insufficient research in this field.The dynamic changes in consumer behavior and their impact on transformation strategies have not been fully included in the analysis. In a digital environment, consumer demand tends to be diversified and personalized, and in-depth understanding of consumer participation and preference evolution is crucial to guiding brand transformation. Existing literature mostly stays at the macro-strategic level, lacking a systematic exploration of the actual driving force of consumers.

Many studies focus on the transformation of small and medium-sized traditional brands, and less attention is paid to industry-leading brands such as Peacebird. Head brands are representative in terms of brand maturity, transformation path selection and practical results. Long-term tracking of their transformation experience has a demonstrative significance for the entire industry, but this part of the research is still insufficient.(*Chen, 2018*)

Existing literature mostly uses quantitative research methods, focusing on data statistics and model construction, and qualitative research is relatively limited. Qualitative methods can more deeply reveal

the complex relationship between brand culture changes, consumer psychology and market environment, and make up for the details that are difficult to reach in quantitative research. The lack of such research limits the understanding of the deep mechanism of e-commerce transformation of traditional women's clothing brands.These shortcomings are concentrated in the brand culture and consumer communication mechanism, consumer behavior dynamics, head brand transformation practice and qualitative research methods. Based on this, this study takes Peacebird as an example, combines the 4C theory and consumer perspective, and systematically sorts out and evaluates the research status of e-commerce transformation of traditional Chinese women's clothing brands.

Research Orientation and Contributions

This study, grounded in a systematic review of research on the e-commerce transformation of traditional women's wear brands, selects Peacebird—a representative local Chinese brand—as the focal case. Utilizing the 4C theory, it categorizes existing findings and identifies research gaps. The study's innovations are reflected in the following aspects:

1) It adopts a consumer-centric perspective to examine the brand transformation process, with particular attention to user-perceived dimensions such as communication and convenience.
2) It integrates theoretical frameworks with practical case analysis to construct a research perspective that is both applicable and scalable.
3) It employs a combined methodology of qualitative analysis and literature review to map the preliminary knowledge landscape of this research domain, offering theoretical insights and methodological pathways for future studies.

Research Methods

This study adopts a qualitative research approach, with a systematic literature review as the primary research tool, to examine and analyze the current state and emerging trends in the e-commerce transformation of traditional Chinese women's wear brands, with a particular focus on Peacebird. By synthesizing existing scholarly work, the research systematically identifies key focus areas, theoretical foundations, methodological approaches, and critical issues within the field. The study relies on the collection and analysis of secondary data, primarily sourced from reputable academic databases such as CNKI, Web of Science, and Google Scholar, as well as industry reports and market analysis documents from professional research institutions. These sources ensure the representativeness and credibility of the content. Through comparative analysis, the study identifies current research hotspots, existing gaps, and future opportunities, offering valuable insights for both academic research and practical applications.

Research findings and analysis

Current Research Status on the E-Commerce Transformation of Traditional Chinese Women's Wear Brands.In recent years, with the continuous improvement of China's Internet infrastructure and the widespread popularity of smartphones and mobile payments, the rapid development of consumers' online shopping habits has promoted traditional women's clothing brands to accelerate the process of e-commerce transformation. The academic community has paid increasing attention to this transformation phenomenon, and related research has been carried out around multiple dimensions such as corporate strategy adjustment, digital marketing innovation, consumer behavior changes, and online and offline

channel integration management. By systematically combing the literature retrieved from authoritative databases such as CNKI, Google Scholar, and Web of Science from 2008 to 2024, it can be observed that the number of studies on the e-commerce transformation of traditional Chinese women's clothing brands has increased significantly in the past five years. Especially under the impact of the COVID-19 pandemic, the importance of online channels has become more prominent, and digital transformation has become a key factor in a brand's sustainable competitiveness.(*Liu, 2024*)

Existing research mainly focuses on case analysis, detailing the practical innovations of specific brands in marketing strategies, platform operations, etc. For example, many studies focus on the application of emerging channels such as social media promotion, live e-commerce, and short video content marketing, and their effect evaluation. Taking the Peacebird brand as an example, its successful experience in live broadcasting, fan economy, and cross-border cooperation has attracted widespread attention, showing the diverse paths of digital transformation of traditional brands. But overall, existing research still has certain limitations. Most of the literature focuses on the tactical level, lacks a systematic theoretical framework to support it, and lacks a comprehensive analysis of the strategic logic and organizational change mechanism of brand digital transformation, especially the internal management adjustment, corporate culture reshaping, and deep integration of technology during the transformation process. In addition, longitudinal tracking studies from a long-term perspective are relatively scarce, and most studies stop at describing short-term cases, making it difficult to fully evaluate the profound impact of e-commerce transformation on the long-term development of brands.(*Zhang, 2016*)

Therefore, although the research on the e-commerce transformation of traditional Chinese women's clothing brands is becoming increasingly rich, it is still urgent to deepen the theory and method, especially to combine the consumer perspective, organizational change theory and digital technology application to build a more systematic and dynamic research framework. Based on this, the case study of the Peacebird brand as the research object is not only of typical significance but also provides strong support for revealing the essence of the e-commerce transformation of traditional women's clothing brands.

Core Research Themes and Major Trends

Through a content-based classification and analysis of existing literature, the core research themes in the field of e-commerce transformation of traditional Chinese women's wear brands can be summarized into the following key areas:

1) Consumer Behavior Research

A significant portion of the literature focuses on consumer decision-making processes, brand loyalty, and emotional identification in the e-commerce environment. Many studies highlight the sensitivity of Generation Z female consumers to brand storytelling, values, and interactive experiences, which in turn drives innovation in content marketing strategies.

2) Digital Marketing and New Media Utilization

With the widespread adoption of social media platforms and short video content, researchers have begun exploring how traditional women's wear brands leverage KOLs (Key Opinion Leaders), livestreaming, and community-based marketing to build brand influence. It is widely recognized that omnichannel content integration plays a critical role in enhancing the effectiveness of e-commerce transformation.

3) Supply Chain and Organizational Capability Reengineering

Some studies examine how brands support online operations through flexible supply chains, data-driven

product planning, and rapid response mechanisms. In the context of fast fashion, the need for efficient information feedback systems and inventory management structures has become a key focus for operational agility.(*Miu, 2023*)

4)   Brand Positioning and Cultural Translation

Another line of research investigates how traditional cultural elements are reinterpreted and disseminated within digital commerce platforms. Peacebird, for example, rejuvenates its brand by integrating traditional design motifs into modern fashion language, sparking academic discussions on "the commodification of local culture" and "the reconstruction of cultural identity."

These research themes reveal the multidimensional complexity and practice-oriented nature of the e-commerce transformation among traditional Chinese women's wear brands. They also reflect the academic community's growing interest in the internal restructuring of brand logic and the adaptive transformation of brands within evolving external ecosystems.

Research Gaps and Future Opportunities

Despite the growing body of literature, several critical research gaps remain, presenting valuable opportunities for future academic exploration:

1)   Insufficient Application of Theoretical Models

Much of the current research remains at the level of descriptive analysis and strategic discussion, lacking in-depth engagement with theoretical perspectives on brand value reconstruction and organizational dynamic capabilities during the e-commerce transformation. Future studies could benefit from the application of integrated theoretical frameworks such as the 4C Theory, Dynamic Capabilities Theory, and the Technology Acceptance Model (TAM), which would enhance analytical rigor and systematic depth.

2)   Lack of Multi-Case and Cross-Regional Comparative Studies

Existing research tends to focus on leading brands such as Peacebird and JNBY, while the transformation trajectories and challenges faced by small and medium-sized brands receive limited attention. Furthermore, the influence of regional variations in consumer culture on brand transformation remains underexplored, indicating a need for more comparative and culturally contextualized research.

3)   Limited Dynamic Assessment of Digital Capabilities

Although the importance of digital transformation is widely acknowledged, there is a noticeable lack of comprehensive tools to evaluate the progress and effectiveness of digital capability development. Future research could focus on constructing a digital capability assessment framework for fashion brands, incorporating technical, organizational, and human resource dimensions for a more holistic evaluation.

4)   Absence of Sustainability and Social Value Considerations

In the context of increasing global emphasis on ESG (Environmental, Social, and Governance) standards, there is a lack of systematic inquiry into how traditional brands can balance social responsibility with commercial objectives during their digital transformation. Critical discussions on issues such as female consumer culture, body aesthetics, and ethical marketing remain sparse and merit deeper theoretical and empirical attention.

In summary, future research can be advanced by deepening theoretical integration, diversifying case selections, developing robust evaluation mechanisms, and reconstructing value-oriented perspectives.

These efforts will contribute to the academic maturation of the field while offering more actionable insights for industry practitioners.

Conclusion and Recommendations

Main Findings

This study adopts a systematic literature review method to comprehensively sort out and analyze the status of research on traditional Chinese women's clothing brands under the background of e-commerce transformation, and takes the Peacebird brand as a case to reveal the core content, development trends and shortcomings of current academic research.

The study shows that digital transformation has become a key strategy for traditional women's clothing brands to cope with market changes and attract emerging consumer groups. The relevant literature mainly focuses on consumer behavior, digital marketing strategies, brand reshaping and supply chain optimization. Especially in the context of the rise of new media platforms, brands have strengthened their interaction and connection with consumers through live e-commerce and social marketing. The e-commerce transformation path of brands represented by Peacebird provides an important foundation for empirical research, but the overall research is still insufficient in theoretical construction, data depth and breadth, multi-case comparison and dynamic transformation mechanism, especially in the digital transformation of small and medium-sized brands, the impact of regional cultural differences on transformation and sustainable development. There are large research gaps in the fields of digital transformation of small and medium-sized brands, the impact of regional cultural differences on transformation, and sustainable development.

This study also attempts to introduce the 4C theory as one of the analytical frameworks to verify its applicability and inspiration in explaining the process of consumer-oriented e-commerce transformation and provide a useful direction and reference for future multi-dimensional and multi-theoretical cross-analysis at the theoretical level.

Recommendations for Future Research

Based on the above findings, the following recommendations are proposed for future research:

1) Enhance Theoretical Integration and Model Validation

Future studies should incorporate and validate more robust theoretical models, such as the 4C framework, Service-Dominant Logic (SDL), and the Technology Acceptance Model (TAM). These models can provide more comprehensive explanations of the transformation logic of traditional brands in digital environments, especially when combined with empirical data for model testing and refinement.

2) Expand Case Samples and Geographic Scope

Current research is overly concentrated on leading brands. Future studies should pay greater attention to small and medium-sized traditional women's wear brands at various development stages and in different regions. This would yield more representative and generalizable conclusions. In addition, comparative research between China and other emerging markets (e.g., Thailand, Vietnam) would contribute to a broader international perspective.

3) Integrate Digital Capability Assessment and Sustainability Concerns

It is recommended that future research develop a comprehensive evaluation framework for digital capabilities, incorporating governance structures, technological adoption, and organizational

transformation. Furthermore, integrating ESG (Environmental, Social, and Governance) principles into the study of e-commerce transformation can help explore the balance between commercial success and social value creation—an increasingly critical area of inquiry.

4)   Foster Deeper Integration Between Theory and Practice

Interdisciplinary approaches that draw from brand management, consumer psychology, data science, and cultural studies should be encouraged to support both theoretical development and practical strategy formulation. Such integration can offer more holistic insights for traditional women's fashion brands seeking strategic upgrades in the digital era.

By continuously tracking academic developments and market dynamics, future research can contribute significantly to expanding theoretical frameworks, exploring new application scenarios, and promoting innovation and best practices within the fashion industry.

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