

Brand Marketing Repertoire Volume, Simplicity, Heterogeneity and Sales Performance: Empirical Evidence from a Nantong Home Textile SME

Siran She ^{1,2,*}, Adriana Mohd Rizal ¹ and Zhi Wang ¹

¹ Universiti Teknologi Malaysia, Azman Hashim International Business School, Malaysia

² School of Yonyou Digital Intelligence, Nantong Institute of Technology, Nantong, Jiangsu, 226000, China

* Correspondence author: wendy1717@126.com

Abstract: In the context of increasingly fierce homogenised competition in the home textile industry, brand marketing has become an important tool for business development. This paper adopts quantitative research methods. It defines the target research object, taking the volume, simplicity, and heterogeneity of brand marketing competitive actions as independent variables and sales return rate (ROS) as the dependent variable. Taking the Nantong SJR home textile enterprise as the target sample, quarterly operational panel data of the SoftGlow product line were collected for the research. The results show that for the sales performance of SJR home textile company, the regression coefficients of the core independent variables, namely the volume, simplicity, and heterogeneity of brand marketing, are 0.995, -0.875, and 0.322 respectively, and the significance test P values are all less than 0.001. Fix-effect regression tests verify the robustness of the benchmark regression conclusion. Finally, based on the research results, this paper discusses the path of combining big data precision promotion methods to further optimize the brand marketing of Nantong SJR home textile enterprise to improve corporate profitability.

Keywords: Brand marketing; sales return rate (ROS); SJR home textile enterprise; Precision promotion

1. Introduction

Nantong is a well-known "textile hub" in China. Particularly, the home textile industry has always had a high degree of industrial concentration and significant market influence [1-2]. According to incomplete statistics, Nantong Home Textile Company offers over 300 sets of repair and assembly kits, as well as eight related series including pure cotton printing, polyester-cotton printing, and chemical fiber silk, with nearly 10,000 varieties of bedding fabric patterns [3-6].

In recent years, with the changes in domestic and international situations, especially under the impact of the international financial crisis, the accumulated, structural and quality-related contradictions generated by the long-term rapid development of the Nantong home textile industry have become increasingly prominent [7-9]. At the same time, the rapid rise of the home textile industry in the surrounding areas and the escalating competition have also posed severe challenges to the existing advantages of the Nantong home textile industry [10-11]. How to promote home textile marketing and promotion and achieve an improvement in sales performance has become an important and urgent practical issue for Nantong to maintain a stable and rapid growth of the home textile industry. As one of the representative enterprises of the Nantong home textile industry, SJR enterprise also faces the development challenge of how to enhance the sales performance of SoftGlow [12-13]. Under this background, studying the performance improvement path of SoftGlow by integrating brand marketing and big-data precision promotion carries important theoretical and practical value for SJR and regional home textile manufacturers.

Based on competitive dynamics theory proposed by Chen and Miller (1994), this paper only



constructs three main research hypotheses [14]. It selects SoftGlow’s quarterly operational panel data from SJR as empirical samples. After sorting the basic profile of the sample firm, this paper clarifies all research variables and unified measurement standards. Relying on quantitative empirical analysis, this paper verifies the proposed hypotheses and puts forward targeted brand marketing optimization strategies to raise corporate profit levels.

The employment situation of SJR Company in 2024 is shown in Table 1. The company hired approximately 400 employees in 2024. Among them, there were 18 personnel in the administrative management department, accounting for 4.36% of the total number of employees. There were 13 salespeople, 11 purchasers, 16 designers, and 24 financial specialists. Additionally, there were 9 outsourced processing supervisors, 9 administrative specialists, and 8 warehouse managers. The remaining personnel were all front-line workers (production staff), accounting for about 73.85% of the total number of employees.

Table 1. The staff situation of SJR Company in 2024

Classified by job nature	Initial staff	Final staff	Percentage of final staff (%)
Administrative Manager	18	18	4.36
Salesperson	13	13	3.15
Purchasing staff	11	11	2.66
Designers	16	16	3.87
Financial personnel	24	24	5.81
Outsourced Processing	9	9	2.18
Coordinator Administrative Specialist	9	9	2.18
Warehouse keeper	8	8	1.94
Production staff	323	305	73.85
In total	431	413	100

Curtains, bedding items and carpets have been the company's main products for a long time and have always been an important source of the company's sales. Among them, curtains, which were sold as early as when the company was established, have always been the most important part of the company's sales. In recent years, in order to meet customers' diverse consumption demands and provide them with one-stop services, the company has begun to venture into other home textile products such as bed cushions, cushions, furniture covers, etc. The sales situation of SoftGlow products of SJR Home Textile Enterprise in 2024 is shown in Table 2. Curtains, as the company's largest product category, accounted for 18.02% of the company's annual sales. Bedding items and carpets came second, accounting for 16.13% and 15.14% of the annual sales respectively. Overall, the company's product structure is relatively rich, covering various home products such as curtains, door curtains, furniture covers, cushions, pillows, bedding items, carpets, and floor mats that are needed in daily life.

Table 2. SJR Company's sales situation of various products in 2024

Serial Number	Category	Sales volume	Sales proportion (%)
1	Curtain	9874454	18.02
2	Door curtain	8835127	16.13
3	Throw pillow	8296004	15.14
4	Bedding	7525915	13.74
5	Carpet	6995862	12.77
6	Pet products	5818452	10.62
7	Furniture covers	3574894	6.53
8	Other	2274538	4.15
9	Raw materials	955442	1.74
10	Other decorations	631113	1.15
	Total	75478270	100.00

2. Literature Review

2.1. Underpinning Theoretical Foundation: Dynamic Competitive Action (Competitive Dynamics) Theory

Dynamic competitive dynamics theory (also known as dynamic competitive action theory) serves as the core theoretical framework of this research. Its foundational Awareness–Motivation–Capability

(AMC) analytical framework was first proposed by Chen and Miller (1994) [14]. This theory abandons static industrial competition assumptions and regards market rivalry as an ongoing interactive sequence of competitive moves and countermoves among enterprises [15-16]. The core argument holds that differentiated marketing resource allocation strategies create significant profit gaps among homogeneous manufacturers. Based on decades of empirical verification, scholars have standardized three measurable dimensions to describe firms' brand marketing competitive repertoires [17]: volume, simplicity, and heterogeneity.

1) Theoretical origin and AMC core framework

Chen and Miller (1994) constructed the expectancy-valence AMC framework, which laid the foundational logic of competitive dynamics research [14]. The theory states that enterprises will only launch targeted competitive countermeasures when they simultaneously possess awareness of competitors' actions, response motivation, and sufficient implementation capacity. Later, Chen and Miller (2012) conducted a systematic review of two decades of competitive dynamics studies, integrated scattered empirical conclusions, and built a unified prospective research system [18]. They clarified that competitive repertoires act as the critical mediator linking corporate resource endowments to operating performance. Domestic scholars Xu and Bai (2020) [15] and Wang and Jia (2025) [16] localized and supplemented this theoretical system. They pointed out that existing domestic research rarely decomposes marketing repertoires for manufacturing cluster enterprises, leaving a research gap in targeted dimensional testing.

2) Three-dimensional division of marketing competitive repertoires

Miller and Chen (1996) first constructed a two-dimensional framework for competitive repertoires, including action volume and repertoire simplicity, and developed corresponding Herfindahl index measurement for repertoire simplicity [14]. On this basis, Ferrier et al. (1999) extended the research by adding repertoire heterogeneity as the third independent dimension, systematically establishing the complete three-dimensional theoretical framework and standardized measurement system for competitive repertoires [17]. The three core dimensions of competitive repertoires are defined as follows:

Volume of marketing actions: Consistent with Ferrier et al. (1999), volume refers to the total number of multi-channel brand promotion activities initiated by a firm within a fixed observation cycle, which reflects the firm's willingness to expand market coverage and the intensity of resource input into competitive moves [17]. This construct is measured by directly counting the total quantity of observable market-oriented competitive actions in one fiscal year.

Simplicity of marketing actions: Derived from Miller and Chen (1996) [19] and operationalized in Ferrier et al. (1999) [17], repertoire simplicity captures the concentration degree of a firm's competitive tactics. In the marketing context, it represents the concentration ratio of marketing resources allocated to single promotion channels or homogeneous promotional templates, which signals organizational competitive inertia and insufficient strategic diversification. It is quantified via the Herfindahl concentration index, where higher index values indicate higher action simplicity.

Heterogeneity of marketing actions: Proposed exclusively by Ferrier et al. (1999) [17] as the third dimension, repertoire heterogeneity calculates the Euclidean distance between the focal firm's marketing action distribution and the average action portfolio of industry peers. In this study, it is interpreted as the divergence degree between the enterprise's marketing portfolio and mainstream industry promotion modes, which embodies differentiated competitive positioning against rivals.

2.2. Literature on the Volume of Brand Marketing Competitive Actions and Corporate Profitability

From a supply chain competitive dynamics perspective, Guntuka et al. (2024) studied rival firms' response strategies triggered by focal enterprises' product preannouncement marketing moves [20]. Their empirical evidence proved that sufficient marketing activity volume helps firms collect cross-supplier competitive intelligence and capture untapped niche customer groups, thus forming sustained first-mover profit advantages. Vaniala et al. (2018) supplemented consumer demand logic, noting that frequent multi-channel marketing continuously reshapes consumer preference perceptions and restrains competitors' market share erosion [21]. However, both studies adopted total sales volume as the explained variable, failing to distinguish gross sales scale from net profit efficiency, and could not accurately measure the real return of marketing investment.

Wongsachia et al. (2026) extended research to fashion and textile industries, confirming that continuous innovative marketing strengthens emotional connections between brands and consumers and improves overall brand performance [22]. Nevertheless, their research only relied on consumer questionnaire data without adopting enterprises' internal quarterly operational panel data for objective quantitative testing.

Ni (2013) targeted Nantong's home textile industrial cluster and evaluated the e-commerce maturity of local small and medium manufacturers [23]. The study identified insufficient marketing frequency as a core obstacle restricting online revenue growth, yet it only stayed at qualitative evaluation without constructing quantifiable quarterly marketing volume indicators for regression analysis. Zhang and Gao (2014) reviewed global competitive dynamics literature and summarized that most domestic marketing studies treat brand promotion as a single holistic construct, lacking multi-dimensional decomposition and separate empirical testing [24].

H1: The Volume of enterprise marketing competitive actions has a positive impact on its sales performance.

2.3. Literature on Simplicity of Brand Marketing Competitive Actions and Operating Performance

Ferrier et al. (1999) carried out in-depth research on competitive inertia and clarified the negative performance consequences brought by oversimplified marketing repertoires [17]. When enterprises overly concentrate marketing resources on single live-streaming channels or unified offline exhibition modes, obvious consumer coverage blind spots will emerge. Repeated identical advertising content causes audience aesthetic fatigue, reduces click and conversion rates, and continuously suppresses long-term profit margins.

Guntuka et al. (2024) added supply chain contingency factors to this mechanism [20]. They argued that single-channel marketing layouts make firms overly dependent on limited supplier resources. Once competitors launch diversified promotion assaults, enterprises lack flexible response capacity, resulting in volatile profit levels. Most overseas empirical samples focus on general fast-moving consumer goods, with insufficient targeted verification for labor-intensive home textile manufacturers in industrial clusters.

Domestic research represented by Ni (2013) pointed out that most Nantong home textile SMEs fall into the trap of relying solely on live-stream marketing, ignoring offline scene experience and official brand operation, which leads to unstable customer groups [23]. However, existing domestic papers only provide case descriptions and fail to build a quantitative simplicity index to measure its inhibitory effect on sales return rate (*ROS*).

H2: The simplicity of enterprise marketing competitive actions (Simplicity) has a negative impact on its sales performance.

2.4. Literature on Heterogeneity of Brand Marketing Competitive Actions and Competitive Advantages

Wongsachia et al. (2026) took sustainable fashion brands as research objects and verified that heterogeneous differentiated marketing portfolios can form unique brand memory points, avoid vicious price competition, and tap high-value niche consumer groups to widen profit gaps with competitors [22]. Guntuka et al. (2024) supplemented supply chain logic: firms with diversified marketing layouts can cooperate with multiple suppliers to disperse operational risks and support long-term differentiated promotion [20]. Yet overseas samples are mainly large multinational fashion groups, lacking micro panel data from regional small textile enterprises.

Xu and Bai (2020) [15] and Zhang and Gao (2014) [24] systematically reviewed domestic competitive dynamics research and pointed out a prominent research gap: few scholars design unified quantitative indicators to measure marketing heterogeneity, and domestic textile cluster research rarely uses enterprise internal panel data to verify its positive impact on profitability. Ni (2013) further confirmed that homogenized promotional content and identical channel arrangements are core profit bottlenecks for Nantong home textile brands, but did not put forward quantifiable heterogeneity measurement standards [23].

H3: The heterogeneity of enterprise marketing competitive actions has a positive impact on their sales performance.

2.5. Supplementary consumer perception literature

Ferreira et al. (2022) [25] and Zong & He (2022) [26] supplemented the consumer-level transmission path of differentiated marketing. Heterogeneous multi-dimensional brand experience design stimulates consumers' multi-level brand affection and brand equity, and experience goods such as home textiles are more sensitive to differentiated marketing stimulation. Aaker (1997) supplemented brand personality theory, stating that differentiated marketing shapes exclusive brand personality, which constitutes a lasting source of competitive advantage [27].

2.6. Systematic Research Gap Summary

After sorting all designated domestic and foreign literature, three prominent research gaps are summarized, which this paper addresses through quantitative empirical analysis:

Dimensional decomposition gap: Most studies represented by Xu and Bai (2020) [15] and Zhang and Gao (2014) [24] regard brand marketing as a single overall variable. Few scholars split marketing repertoires into volume, simplicity and heterogeneity for independent regression testing, lacking comparative analysis of their differentiated influences on profit efficiency (*ROS*).

Data source limitation: Empirical research by Guntuka et al. (2024) [20] and Wongsachia et al. (2026) [22] mostly adopts consumer subjective survey data. Quantitative studies based on manufacturing firms' authentic quarterly internal sales panel data are scarce, reducing practical reference value for Nantong home textile SMEs.

Industry pertinence deficiency: Existing empirical samples mainly cover general consumer goods or overseas fashion brands. Ni (2013) [23] only conducts qualitative e-commerce evaluation without constructing a three-dimensional marketing framework and proposing big data precision promotion optimization paths tailored to Nantong's home textile cluster.

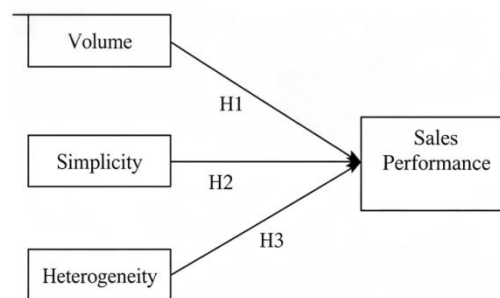


Figure 1. Research framework model

3. Research Methods

This longitudinal balanced panel study was conducted relying on internal archived operational data of Nantong SJR Home Textile's SoftGlow brand. This study utilized a quantitative empirical approach to examine the direct linear relationships between three dimensions of brand marketing competitive repertoires (volume, simplicity, heterogeneity) and firm-level sales return rate (*ROS*), without incorporating moderating constructs in the final research framework.

3.1. Research Sample and Data Collection

The unit of analysis for this research is quarterly operational observations of the SoftGlow brand in 2024. All raw data were extracted from the enterprise's internal marketing archives and quarterly financial statements. After data cleaning to eliminate abnormal outliers and blank records, a balanced panel containing four complete quarterly time points (Q1–Q4 2024) was retained were sorted out, with a total of 280 valid observational entries retained for the SoftGlow brandforming a total of four valid time-series sample observations that satisfy the minimum data requirement for panel regression estimation. The basic employee structure and annual product sales composition of SJR are profiled in Table 1 and Table 2 within the Introduction section to present sample firm characteristics.

3.2. Variable Operationalization

All core indicators were constructed following the competitive repertoire measurement framework proposed by Ferrier et al. (1999), with consistent quarterly statistical standards applied to all calculations [17]:

1) Independent variables

(1) Volume of brand marketing competitive actions (Vol): Counted by the total number of multi-channel promotion campaigns (live streaming, offline exhibitions, KOL cooperation, new product launches) recorded each quarter.

(2) Simplicity of marketing repertoires (Sim): Channel concentration index calculated via Ferrier's standard formula to measure the concentration of marketing resource allocation.

(3) Heterogeneity of marketing portfolios (Het): Deviation value between the firm's quarterly

marketing layout and the average marketing structure of local Nantong home textile competitors.

2) Dependent variable

Sales return rate (*ROS*): Computed by quarterly financial data using the formula:

$$ROS = (SalesRevenue - TotalSalesCost) \div SalesRevenue \times 100 .$$

3) Control variable

Herfindahl-Hirschman Index (*HHI*): Calculated to reflect regional home textile market concentration and mitigate omitted variable bias.

3.3. Econometric Model and Analytical Procedures

The benchmark multiple linear panel regression model was constructed as follows:

$$ROS_{it} = \beta_0 + \beta_1 Vol_{it} + \beta_2 Sim_{it} + \beta_3 Het_{it} + \delta HHI_{it} + \mu_{it} .$$

Where i denotes SoftGlow brand, t represents each quarterly observation from Q1 to Q4 2024; β_0 = model intercept; $\beta_1, \beta_2, \beta_3$ = core regression coefficients of three marketing dimensions; δ = coefficient of market concentration control variable; μ_{it} = random error term.

All statistical procedures were performed using Stata 17.0 statistical software. The analysis sequence strictly follows standard multivariate data analysis criteria [28]:

- 1) Pearson correlation test to diagnose multicollinearity risks among explanatory variables;
- 2) Baseline pooled OLS regression to test H1, H2 and H3;
- 3) Fixed-effect panel regression as robustness check to alleviate unobserved firm heterogeneity bias.

All regression outputs and hypothesis testing results are presented in Section 4 Data Analysis.

4. Data Analysis

Before conducting the regression analysis, we first examined the correlation coefficients of the main independent variables (excluding the dummy variables for the relevant variables). The correlation coefficients of the main variables are shown in Table 3. The Pearson correlation coefficients of the main variables are presented in Table 3. All pairwise correlation coefficients between core independent variables remain far below the threshold of 0.7 [28]. Therefore, severe multicollinearity is not observed among independent variables in the model.

Table 3. The correlation coefficients of the main variables

	VOL	SIM	HET	HHI	ROS
VOL	1	-	-	-	-
SIM	-0.079	1	-	-	-
HET	0.004	-0.146	1	-	-
HHI	-0.018	-0.107	-0.077	1	-
ROS	0.004	-0.113	0.058	0.181	1

This paper examines the relationship between brand marketing activities and sales performance. The regression results of different brand marketing indicators on sales performance are shown in Table 4, which includes models (1), (2), and (3) with three core independent variables as key indicators. The regression coefficients of the quantitative, simplicity, and heterogeneity of brand marketing on the sales performance of SJR Home Textiles Company are 0.995, -0.875, and 0.322 respectively, all of which are significant at the 0.001 level. Hypotheses H1, H2, and H3 have all been confirmed.

Table 4. The regression of brand marketing activities on sales performance

Independent variable	Dependent variable		
	(1)	(2)	(3)
VOL	0.995***	-	-
SIM	-	-0.875***	-
HET	-	-	0.322***
HHI	0.3369	0.1204	-0.0247
Intercept	0.1963	-0.1471	0.1746
R²	0.2890	0.2471	0.3215
F	12.5480***	23.6984***	19.0057***

Once the validity and reliability of the measurement are established, this study proceeds to examine the proposed hypotheses by assessing the structural model. The significance of direct relationships

proposed in this study was checked via bootstrapping procedure with 5000 resamples. Table 5 exhibits the hypothesis-testing outcomes. H1 predicted that competitive action volume positively influences *ROS*, the result supported this hypothesis ($\beta = 0.412$, $t = 6.059$, $p < 0.001$). H2 stated competitive action simplicity negatively predicts *ROS*, which was supported ($\beta = -0.226$, $t = 3.054$, $p = 0.002$). For H3, competitive action heterogeneity has a positive effect on *ROS*, and the hypothesis gained empirical support ($\beta = 0.184$, $t = 2.592$, $p = 0.010$).

Table 5. Result for hypothesis testing

Path		Beta	Std. Error	T-stats	P-value	Remark
H1	Vol $\rightarrow$ <i>ROS</i>	0.412	0.068	6.059	0.000	Supported
H2	Sim $\rightarrow$ <i>ROS</i>	-0.226	0.074	3.054	0.002	Supported
H3	Het $\rightarrow$ <i>ROS</i>	0.184	0.071	2.592	0.010	Supported

Combining the above regression and hypothesis test results, this paper interprets the core findings against existing literature. The positive effect of marketing volume and heterogeneity, together with the negative effect of marketing simplicity, are consistent with competitive dynamics research conclusions from Ferrier et al. (1999) [17], Guntuka et al. (2024) [20] and local textile cluster research by Ni (2013) [23]. The fixed-effect test further proves that the three marketing dimensions have stable impacts on enterprise *ROS*, verifying the robustness of our empirical results.

The study has two main theoretical values: it separates brand marketing repertoires into three dimensions for independent regression, filling the gap of single-dimensional marketing research; besides, it adopts enterprise internal quarterly panel data instead of questionnaires, offering objective evidence for home textile experience goods research. For practice, local home textile SMEs can expand multi-channel marketing scale, avoid single-channel dependence and build differentiated promotion portfolios to raise profit levels.

This research has certain limitations. The sample only contains four quarterly observations of a single brand, with limited generalizability. Only direct main effects are tested without mediators or moderators. Future studies can expand multi-firm long-term panel data and add boundary variables to enrich the research framework.

Through an empirical study on the relationship between brand marketing and sales improvement of the Nantong SJR Home Textile Enterprise, it was found that the quantity and heterogeneity of brand marketing have a positive impact on the improvement of sales, while the simplicity of brand marketing has a negative impact. Therefore:

1) SJR Home Textile Enterprise should increase the exposure of brand marketing

Big data helps brands achieve the synergy effect of cross-channel marketing and break the barriers between channels. By using attribution analysis technology to quantify the contribution values of each channel in the user decision-making process, clarify the positioning and collaborative logic of each channel. Among them, public domain channels are responsible for brand exposure and user attraction, private domain channels undertake the tasks of user retention and deep operation, and offline channels focus on scene experience and immediate conversion. Public domain channels use big data algorithms to achieve precise advertising placement, push personalized advertising content based on user tags and scene needs, thereby attracting the attention of potential users. Private domain channels focus on user retention and deep operation, by conducting personalized push, holding interactive activities, providing exclusive benefits, and offering content services, to enhance user stickiness; offline channels focus on scene experience and immediate conversion, combined with the user data of online customers, to provide customized services for in-store customers.

2) SJR Home Textile Enterprise should increase the diversity of brand marketing

Big data can assist brands in achieving precise creation and push of contextual content. By analyzing user behavior data and scene data, using scene recognition algorithms to identify the key needs of users at different times, locations, and situations, and then constructing diverse marketing scenarios. By using natural language processing technology and sentiment analysis algorithms to analyze user feedback data, accurately grasp users' preferences and opinions for the content, continuously optimize the theme, style, expression, and presentation form of the brand content, so that the brand content can not only convey the core value but also evoke users' emotional resonance.

3) SJR Home Textile Enterprise should break the singularity of traditional marketing methods

By relying on big data to carry out user stratification, it can achieve the goal of precise brand resource placement. Combining with the user data situation in the brand data asset library, conducting comprehensive assessment from multiple aspects such as consumption frequency, consumption amount, purchase time, interaction activity level, and brand loyalty degree, dividing users into core loyal customer

groups, high-potential growth customer groups, basic value customer groups, warning of customer loss, and low-value customer groups, and enhancing the heterogeneity of marketing methods. For different groups, formulate differentiated strategies. For core loyal customer groups, provide exclusive rights and implement split incentive measures to strengthen their recognition and belonging emotions towards the brand. For high-potential growth customer groups, focus on the effective transmission of value and the optimization upgrade of experience, thereby promoting the improvement of consumption levels and enhancing users' brand loyalty.

5. Conclusion

5.1. Main Research Findings

1) The quantitative aspect of brand marketing competitive actions has a significant positive impact on the sales revenue of home textile enterprises, with a regression coefficient of 0.995. The quantification should be optimized from multiple aspects such as the frequency, density, and coverage of marketing competitive actions.

2) The simplicity of brand marketing competitive actions has a significant negative impact on the sales revenue of home textile enterprises, with a regression coefficient of -0.875. To break out of the business predicament, home textile enterprises should diversify the deployment of brand marketing methods, channels, and various other aspects.

3) The heterogeneity of brand marketing competitive actions has a significant positive impact on the sales revenue of home textile enterprises, with a regression coefficient of 0.322. The brand marketing of home textile enterprises cannot follow the previous general mass marketing approach. It should precisely target different groups and implement heterogeneity-level targeting.

5.2. Research Innovation Points

The research innovation points of this paper lie in the following two aspects:

1) Utilizing the actual operational data of enterprises to conduct empirical research on brand marketing and enterprise sales revenue. Most previous empirical studies on enterprise marketing activities and sales revenue are based on the perspective of customer perception. This paper, by using the actual operational data of enterprises, conducts this kind of research with greater intuitiveness and persuasiveness.

2) Exploring the internal mechanism of brand marketing on enterprise sales revenue, and starting from within the enterprise, identifying the key core variables and variables such as market competition, enterprise sales expenses, market share, market concentration, and regional population that have a regulatory and controlling effect on the relationship between enterprise brand marketing and sales performance. Based on this, corresponding marketing investment strategies are proposed to improve the sales performance of enterprises.

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About the Author

Siran She was born in Nantong, Jiangsu, P.R. China, in 1997. She received the master's degree from De University of Warwick, United Kingdom. Now, she studies in the Universiti Teknologi Malaysia Azman Hashim International Business School. Her research interest include digital marketing, business management and e-business management.

Assoc. Prof. Dr. Adriana Mohd Rizal was born in Malaysia. She obtained her Doctor of Business Administration in Management and Entrepreneurship from Universiti Kebangsaan Malaysia, and completed her post-doctoral research in Entrepreneurship and Innovation at Universiti Sains Islam Malaysia. Currently, she serves as an Associate Professor at Azman Hashim International Business School, Universiti Teknologi Malaysia. Her research interests cover entrepreneurship development, project management, human resource development and industrial consultancy.