


## COMMERCIAL STRATEGIES IN THE SALE OF CLOTHING

### ESTRATÉGIAS COMERCIAIS NA VENDA DE ROUPAS

### ESTRATEGIAS COMERCIALES EN LA VENTA DE ROPA

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#### ABSTRACT

This study analyzes the commercial strategies employed by Mexican entrepreneurs in the sale of clothing imported from China, highlighting factors such as low prices, fashion trends, digital channels, and import costs. Through a mixed approach, structured surveys and interviews with merchants from León and Moroleón were applied. The results reveal that competitive costs, perceived quality, and e-commerce significantly influence strategic decisions. Statistical analysis using Student's t-tests, Cronbach's alpha and Pearson's correlations confirmed the reliability of the instrument and the relationship between the variables analyzed. It is concluded that, to compete effectively, Mexican companies must adapt their business strategies, focusing on quality, digital innovation and logistics efficiency in the face of the rise of Chinese fast fashion.

**Keywords:** Decolonial Education. Insurgent Epistemologies. Critical Interculturality. Reexistence.

#### RESUMO

Este estudo analisa as estratégias comerciais empregadas por empreendedores mexicanos na venda de roupas importadas da China, destacando fatores como preços baixos, tendências da moda, canais digitais e custos de importação. Por meio de uma abordagem mista, foram aplicadas pesquisas estruturadas e entrevistas com comerciantes de León e Moroleón. Os resultados revelam que custos competitivos, qualidade percebida e comércio eletrônico influenciam significativamente as decisões estratégicas. A análise estatística utilizando os testes t de Student, alfa de Cronbach e correlações de Pearson confirmou a confiabilidade do instrumento e a relação entre as variáveis analisadas. Conclui-se que, para competir efetivamente, as empresas mexicanas devem adaptar suas estratégias de negócios, com foco em qualidade, inovação digital e eficiência logística diante da ascensão do fast fashion chinês.

**Palavras-chave:** Educação Decolonial. Epistemologias Insurgentes. Interculturalidade Crítica. Reexistência.

#### RESUMEN

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Este estudio analiza las estrategias comerciales empleadas por empresarios mexicanos en la venta de ropa importada de China, destacando factores como los bajos precios, las tendencias de moda, los canales digitales y los costos de importación. Mediante un enfoque mixto, se aplicaron encuestas estructuradas y entrevistas a comerciantes de León y Moroleón. Los resultados revelan que los costos competitivos, la calidad percibida y el comercio electrónico influyen significativamente en las decisiones estratégicas. El análisis estadístico mediante pruebas t de Student, alfa de Cronbach y correlaciones de Pearson confirmó la confiabilidad del instrumento y la relación entre las variables analizadas. Se concluye que, para competir eficazmente, las empresas mexicanas deben adaptar sus estrategias comerciales, centrándose en la calidad, la innovación digital y la eficiencia logística ante el auge de la moda rápida china.

**Palabras clave:** Educación Decolonial. Epistemologías Insurgentes. Interculturalidad Crítica. Reexistencia.

## INTRODUCTION

A business strategy is a set of actions to attract customers, compete in the market, improve sales to achieve business goals, and optimize the company's performance. Josefina Amespil (2022) and Siigo (2023) indicate that sales strategies are techniques, actions, and tools that help develop strategic planning focused on improving and increasing a company's sales. Generally, they are thought of by managers, who, through this planning, stipulate goals and deadlines to achieve the results established by the company. According to Herrera (2025), an effective business strategy acts as a roadmap that guides all the activities of a company, facilitating strategic decision-making and allowing it to adapt to new market trends and meet customer needs more efficiently.

For his part, Gutiérrez (2024) highlights that a commercial strategy is essential because it provides direction and focus to the sales team, guarantees a consistent message, and optimizes the allocation of resources. In addition, Jara and Solórzano (2024) point out that commercial strategies are essential to belong to international franchise clusters, which implies strategic planning adapted to the opportunities and challenges of the global market. In sum, business strategies are essential to establish a clear and coherent direction in the organization, allowing business resources to be focused towards the achievement of specific goals and establishing a framework to measure performance and success.

Therefore, a commercial strategy is defined for the purposes of this research as the set of decisions and planned actions that a company implements to achieve its sales, growth and commercial positioning objectives. These strategies involve identifying markets objective, the value proposition, the selection of distribution channels, and the implementation of marketing and sales tactics to attract and retain customers.

An effective sales strategy plan not only defines the end goals, but develops the purposes of the sale, the purpose of the product, and the methods for reaching the target audience or specific demographics (Intuit Mailchimp, 2023). Currently, small and medium-sized companies known by the acronym of SMEs seek to improve sales and their commercial strategies so that their products are competitive with both the national and international markets.

Among their strategies, SMEs have chosen to market products of Asian origin because the prices are too low compared to products made in Mexican territory, and this has caused companies to prefer to import than manufacture in Mexico, or to manufacture clothing and its manufacture in countries such as India. Bangladesh and Pakistan.

In the garment industries of these countries, workers are paid lower wages, sometimes in dangerous conditions, and sometimes child exploitation is allowed, according to Humanium, an international organization dedicated to supporting children's rights. (Amaya McDonald and Taylor Nicioli, 2023).

The Mexican textile industry faces significant challenges due to competition from fast fashion platforms, especially of Chinese origin, a notable problem is the importation of products from applications that offer clothing at very low prices (Esmeralda Lázaro, 2024); Given this situation, trade has been affected by the lower prices of these garments that have chosen to adapt businesses to the sale of Chinese products.

Importing manufactured products from China has been a key factor for the textile industry due to its mass production capacity, competitive costs and efficiency in the supply chain in which it has managed to position itself as one of the most profitable businesses. Octavio Amador (2024) mentions that Mexican imports of textiles and their manufactures from China grew 157% in the last decade to a record amount of 4,660 million dollars in 2023, according to figures from the Bank of Mexico.

In the field of imports, cost reduction has become a priority for many Mexican entrepreneurs. With ever-shrinking profit margins and an ever-changing global economy, finding effective ways to minimize expenses can make the difference between success and failure. (Finkargo, 2024).

The import of Asian textile products has left a deep mark on Mexico's textile industry, presenting both challenges and opportunities. Despite the obstacles faced, this situation has provided the possibility of modernization and increased competitiveness in the sector (Gabriela Mejía, 2023). According to data released by the General Administration of Customs of China (GACC), China exported 170.26 billion USD worth of garments and accessories in 2021 (Mordor Intelligence, 2024).

The main garment production centers in China are concentrated in the eastern and southern coastal regions. Provinces such as Guangdong, Zhejiang, Jiangsu, and Fujian are known for their extensive textile and garment manufacturing capacity. Each region usually specializes in certain types of clothing or fabrics. Some focus on sportswear, others on formal wear and some specialize in specific fabrics such as denim or silk. This specialization allows for high efficiency and expertise in specific areas of garment production (A\$G, 2024)

Various studies have analyzed international trade and trade strategies in emerging markets, according to the Forbes article (2024) points out that bilateral trade between Mexico and China registered a growth in the first half of 2024 of 12.3%, in addition to reaching 20% of total Mexican imports, which makes the Asian country Mexico's second trading partner. according to figures from the Ministry of Economy (SE) and the Chinese company Meorient International Exhibition.

This case is justified by the need to understand the commercial strategies that allow Mexican importers and distributors to compete effectively with products from China and the relevance it has in the local market. The commercialization of garments imported from China to Mexico involves a complex network of factors ranging from supplier selection, international logistics, distribution, to sales strategy in the local market.

Mexican companies must efficiently manage their supply chains, considering key elements such as import costs, price competitiveness, delivery times, product quality, and adaptation to changing consumer demands. At the same time, trade policies and customs tariffs play a critical role in determining the feasibility of importing Chinese garments, directly influencing companies' profit margins and pricing strategy. Online shopping, combined with a preference for more affordable and accessible products, has accelerated the penetration of Chinese clothing into the Mexican market. The evolution of the online fashion market in Mexico is stable and even experiencing a slight growth, going from 42% of purchases to 43% in 2023 (Carlos Juárez, 2024). However, Mexican companies face the challenge of competing with the low prices of Chinese products, while maintaining quality and quality standards respond to the expectations of Mexican consumers, Julio Gutiérrez (2024) points out that e-commerce, the category that had the best growth in sales last year, was fashion, reporting an increase of 41.7 percent, above segments such as small appliances or alcoholic beverages, whose increase was 38.2 and 37.2 percent, respectively, announced the Mexican Association of Online Sales (AMVO).

Ariel Gutiérrez Ortiz, Oscar Bernardo, Germán Israel Silva Aguilar, and Noé López Alvarado (2019) state that the Mexican textile sector has several weaknesses that affect its competitiveness, both in the domestic and international markets, among which are technological backwardness, marketing and design strategies, and for this reason Mexico has opened up to different international markets.

In addition, they point out that China is among the suppliers of most of the textiles they sell in supermarkets such as Walmart, Soriana, La Comer; and also commercial stores

such as Zara, Bershka, Stradivarius, Oysho, Pull&Bear, Massimo Dutti, Forever 21, H&M, Coppel, Liverpool, Sears among others. In this type of commercial stores, the distribution of the nationality of the garments is very varied: some are made up of 65% national clothing and 35% imported, others have only 30% of clothing made in the country and in special cases practically everything they sell is foreign (Saldaña & Pallares, 2016).

The optimization of the supply chain, the adaptation to the preferences of the local consumer and the management of international business relationships become determining factors for the success of companies operating in this sector. This study explores the key strategies that Mexican companies must adopt to not only survive, but also thrive in a highly competitive and ever-evolving market, taking advantage of the opportunities offered by international trade and the import of Chinese textile products.

## **OBJECTIVE**

The main objective of this study is to identify the most effective commercial strategies in the sale of clothing imported from China in the Mexican market. The central questions that will guide this study are: do import costs, fashion trends and distribution channels influence the choice of commercial strategies for the sale of imported clothing? Do competition in the market and the preferences of the Mexican consumer determine the effectiveness and adoption of commercial strategies in the sale of imported clothing?

## **HYPOTHESIS**

Hypothesis 1. The equality of means between the low and high group of the sample exposes a distinction between the different opinions about commercial strategies in the sale of clothing.

Hypothesis 2. The measurement instrument referring to commercial strategies in the sale of clothing has an acceptable level of reliability.

Hypothesis 3: The choice of business strategies for the sale of clothing imported from China in Mexico is significantly influenced by factors such as import costs, fashion trends, and digital marketing strategies.

Hypothesis 4: Market competition and Mexican consumer preferences determine the effectiveness and adoption of commercial strategies in the sale of clothing imported from China.

## **RESEARCH DESIGN**

This study adopted a combined approach with quantitative and qualitative analysis.

Through consumer surveys and interviews with entrepreneurs in the sector, the aim was to obtain a comprehensive view of commercial strategies in the Mexican market. In addition, a case analysis of companies operating in the import of clothing was carried out to identify patterns of success and areas of improvement in their business practices, considering the following:

## **SCIENTIFIC APPROACH**

The study will follow a mixed approach, combining quantitative and qualitative methods to obtain a comprehensive analysis of the phenomenon.

## **TYPE OF RESEARCH**

Descriptive and explanatory: It seeks to describe the commercial strategies used and explain the factors that influence their adoption. Non-experimental and cross-sectional: No variables will be manipulated, and data will be collected at a single point in time.

## **DATA COLLECTION METHOD**

Quantitative: Structured surveys aimed at entrepreneurs in the clothing sector imported from China in Mexico. Likert-type scales will be applied to measure the perception of the factors that influence the choice of commercial strategies. Qualitative: In-depth interviews with entrepreneurs and foreign trade experts to identify challenges and best practices.

## **POPULATION AND SAMPLE**

Population: Businessmen and merchants who sell clothing imported from China in the Mexican market.

Sampling: A non-probabilistic sampling will be used for convenience, selecting participants with experience in the import and marketing of clothing.

## **DATA ANALYSIS**

Quantitative: Descriptive and correlational statistical analysis to identify the relationship between factors and business strategies.



Qualitative: Analysis of interview content to identify patterns and key themes in the implementation of strategies.

## **METHODOLOGY**

An exploratory study was carried out through the application of 20 structured questionnaires. These instruments were designed to collect qualitative and quantitative information to understand the commercial strategies employed in the importation of clothing from China to Mexico according to the perception of the Mexican market.

Questionnaire design: 24 items were integrated in order to understand the commercial strategies used in the importation of clothing from China to Mexico, this questionnaire was aimed at entrepreneurs who resell clothing imported from China and 20 surveys were applied in León, Guanajuato and Moroleón

This methodology made it possible to identify key patterns, challenges and opportunities in the international trade of garments, as well as to evaluate the strategies implemented to ensure competitiveness in the Mexican market.

Each item was given a Likert Scale numbering from 1 to 5 with the criteria of (Strongly agree) with a value of 1, (agree) value of 2, (neutral) value of 3 (disagree) value of 4 and (strongly disagree) value of 5. The reagents used were the following:

1. Competitive prices for clothing imported from China are a key factor in deciding to import it.
2. The high demand for products is a major factor in your decision to import clothing from China.
3. The variety of products available is crucial when choosing which clothes to import from China.
4. The quality of clothing imported from China is generally acceptable to my customers.
5. Import costs (including transportation and duties) significantly affect my profit margins
6. The low prices of clothing imported from China are a key factor in consumers choosing these products.
7. Competition with other Chinese clothing resellers is a constant challenge in my business.
8. Mexican consumers prefer clothing from China because of its low price, even if the quality is not great.



9. Price competition with domestic products is a challenge for my business.
10. Products imported from China offer good value for money for consumers.
11. Importing Chinese clothing represents a growth opportunity for my business.
12. High import costs are the main challenge I face when buying clothes from China for my business.
13. The quality of clothing imported from China has improved significantly in recent years.
14. Delivery times for products imported from China negatively affect the competitiveness of my business.
15. I believe that Mexican companies should adapt their strategies to better compete with products imported from China.
16. E-commerce is essential to the success of the resale of clothing imported from China in Mexico.
17. In my opinion, clothing imported from China has the potential to remain a viable option for the resale business in Mexico.
18. The low prices of clothes imported from China have positively impacted my business, allowing me to attract more customers.
19. Import costs are easier to manage when selling good quality products imported from China.
20. I think Mexican companies should focus more on offering higher quality clothing instead of competing only on price with Chinese products.
21. Fashion trends play an important role in choosing business strategies for selling imported clothing.
22. Mexican consumers prefer clothing imported from China due to its low cost.
23. Digital marketing strategies (social media, influencers, e-commerce) are more effective than traditional sales methods for marketing clothing imported from China.
24. Customs and tax regulations represent a major obstacle in the import and marketing of Chinese clothing in Mexico.

Data collection: From a universe of 100 entrepreneurs who buy clothing from China, 20 participated and a questionnaire printed with the aforementioned items was applied to know the perception about the competitiveness of Chinese clothing in Mexico. The margin of error was 4.50% with a confidence level of 95% and a probability of success of 90%.

Data processing: The IBM SPSS Statistics program was used , using the interquartile method, performing T student, Cronbach's Alpha test to measure the internal reliability of the items so that they are correlated and a Pearson correlation table

## Results

According to hypothesis 1 and under the interquartile method, the twenty-fifth percentile of 1.8333 and the seventy-fifth percentile of 2.4792 were obtained. The difference in ranges in the T student table in the low group oscillated from  $\bar{X}_b = 1$ ; SD = 0.000 in several variables such as: in the low prices of clothing imported from China as a key factor for consumers to choose these products; competition with other resellers of Chinese clothing that represents a constant challenge; the preferences of Mexican consumers for Chinese clothing due to its low price, even if the quality is not excellent; among others, even the variable quality of the clothing ( $\bar{X}_b = 2.67$ ; SD= 1.155).

For the high group, the parameters were observed in the variables: Mexican companies should adapt their strategies to better compete with products imported from China; and that they have to focus more on offering higher quality clothing instead of competing only on price with Chinese products ( $\bar{X}_a = 1.80$ ; SD = 0.837 and 0.447) to the  $\bar{X}_a$  range = 3-40; SD = 0.548 referring to the variable delivery times of products imported from China negatively affect the competitiveness of the Mexican business.

According to the analysis that was carried out and the results that were obtained, a measurement was carried out among the opinions of the entrepreneurs to evaluate the commercial strategies of the clothing imported from China (see table 1).

Table 1. Student's t-test for mean equality between the low group (n=3) and the high group (n=5)

ITEMS	t-test for equality of means						
	n= 20		Low group (n=3)		High group (n=5)		t
	$\bar{x}$	OF	$\bar{x}_b$	OF	$\bar{x}_a$	OF	

Competitive prices for clothing imported from China are a key factor in deciding to import it.	2.25	0.851	2.33	1.5275	2.80	0.4472	- 0.669
The high demand for products is a major factor in your decision to import clothing from China.	2.10	0.788	2.33	0.577	2.80	0.8367	0.240
The variety of products available is crucial when choosing which clothes to import from China.	2.00	0.795	2.00	1.000	2.20	0.837	- 0.306
The quality of clothing imported from China is generally acceptable to my customers.	2.55	1.099	2.67	1.155	3.20	1.0954	- 0.655
Import costs (including transportation and duties) significantly affect my profit margins.	2.50	1.235	1.33	0.577	3.00	1.5811	- 1.712
The low prices of clothing imported from China are a key factor in consumers choosing these products.	2.05	1.191	1.00	0.000	2.60	0.548	- 4.899
Competition with other Chinese clothing resellers is a constant challenge in my business.	1.95	0.887	1.00	0.000	2.80	0.447	- 6.750
Mexican consumers prefer clothing from China because of its low price, even if the quality is not great.	2.10	1.021	1.00	.000a	3.00	.000a	- 6.152
Price competition with domestic products is a challenge for my business.	2.80	1.056	1.00	0.000	3.20	0.837	- 4.410
Products imported from China offer good value for money for consumers.	2.85	1.040	2.67	2.082	3.00	1.225	- 0.292
Importing Chinese clothing represents a growth opportunity for my business.	2.20	0.696	2.00	1.000	2.20	0.837	- 0.306
High import costs are the main challenge I face when buying clothes from China for my business.	2.40	1.095	1.00	0.000	2.80	0.837	- 3.608
The quality of clothing imported from China has improved significantly in recent years.	1.95	1.146	2.00	1.732	2.60	1.517	- 0.516
Delivery times for products imported from China negatively affect the competitiveness of my business.	2.90	0.968	2.67	1.155	3.40	0.548	- 1.251

Mexican companies should adapt their strategies to better compete with products imported from China.	1.50	0.607	1.00	0.000	1.80	0.837	- 1.604
E-commerce is essential to the success of the resale of clothing imported from China in Mexico.	2.10	1.165	1.00	0.000	2.80	0.837	- 3.608
clothing imported from China has the potential to remain a viable option for the resale business in Mexico.	2.05	0.945	1.33	0.577	3.00	1.225	- 2.165
The low prices of clothes imported from China have positively impacted my business, allowing me to attract more customers.	2.05	0.887	1.67	1.155	2.60	0.548	- 1.592
Import costs are easier to manage when selling good quality products imported from China.	2.20	0.951	1.333	0.5774	2.60	1.140	- 1.754
I think Mexican companies should focus more on offering higher quality clothing instead of competing only on price with Chinese products.	1.65	0.813	1.00	0.000	1.80	0.447	- 3.000
Fashion trends play an important role in choosing business strategies for selling imported clothing.	1.95	1.191	1.00	0.000	2.40	1.342	- 1.750
Mexican consumers prefer clothing imported from China due to its low cost.	1.95	1.050	1.00	0.000	3.00	.000a	- 1.650
Digital marketing strategies (social media, influencers, e-commerce) are more effective than traditional sales methods for marketing clothing imported from China.	2.25	0.786	1.67	1.155	2.80	0.447	- 2.042
Customs and tax regulations represent a major obstacle in the import and marketing of Chinese clothing in Mexico.	2.15	0.875	1.00	0.000	2.40	0.548	- 4.287

Source: The authors.

For Hypothesis 2, the perception of clothing commercial strategies presented an acceptable level of reliability using a Cronbach's alpha in the total of the items of  $\alpha = 0.818$ . Regarding the items if they have been suppressed, there was a variation from  $\alpha = 0.797$  for the variables where competition with other resellers of Chinese clothing is

a constant challenge; because clothing imported from China has the potential to remain a viable option in the resale business in Mexico ( $\alpha = 0.798$ )

Up to  $\alpha=0.826$ , being for variables: the high demand for products is an important factor for the decision to import clothing from China, as a result of the low prices that have positively impacted the business of the Mexican seller ( $\alpha=0.824$ ). In addition, the quality of clothing imported from China has improved significantly in recent years ( $\alpha=0.819$ ). Therefore, it is confirmed that the measurement instrument used met a significant level of confidence where the results showed precision and reliability, see Table 2.

Table 2. Cronbach's alpha if the element has been deleted (total  $\alpha = 0.818$ ) (n=20)

Items	$\alpha$ total = 0.818 (n=20)
Competition with other Chinese clothing resellers is a constant challenge in my business.	0.797
Clothing imported from China has the potential to remain a viable option for the resale business in Mexico.	0.798
Mexican consumers prefer clothing imported from China due to its low cost.	0.802
The low prices of clothes imported from China have positively impacted my business, allowing me to attract more customers.	0.803
E-commerce is essential to the success of the resale of clothing imported from China in Mexico.	0.803
Mexican consumers prefer clothing from China because of its low price, even if the quality is not great.	0.805
Price competition with domestic products is a challenge for my business.	0.805
Import costs are easier to manage when selling good quality products imported from China.	0.807
Digital marketing strategies (social media, influencers, e-commerce) are more effective than traditional sales methods for marketing clothing imported from China.	0.807
High import costs are the main challenge I face when buying clothes from China for my business.	0.808
Customs and tax regulations represent a major obstacle in the import and marketing of Chinese clothing in Mexico.	0.808

Fashion trends play an important role in choosing business strategies for selling imported clothing.	0.809
Products imported from China offer good value for money for consumers.	0.811
Import costs (including transportation and duties) significantly affect my profit margins.	0.813
The quality of clothing imported from China is generally acceptable to my customers.	0.816
Importing Chinese clothing represents a growth opportunity for my business.	0.816
Delivery times for products imported from China negatively affect the competitiveness of my business.	0.816
I think Mexican companies should focus more on offering higher quality clothing instead of competing only on price with Chinese products.	0.817
Mexican companies should adapt their strategies to better compete with products imported from China.	0.817
The variety of products available is crucial when choosing which clothes to import from China.	0.819
The quality of clothing imported from China has improved significantly in recent years.	0.819
Competitive prices for clothing imported from China are a key factor in deciding to import it.	0.822
The low prices of clothes imported from China have positively impacted my business, allowing me to attract more customers.	0.824
The high demand for products is a major factor in your decision to import clothing from China.	0.826

Source: The authors.

In hypothesis 3 regarding: The choice of commercial strategies for the sale of clothing imported from China in Mexico that is significantly influenced by factors such as import costs, fashion trends and digital marketing strategies. A significant correlation was obtained with import costs (including transportation and tariffs) that significantly affect my profit margins ( $r=0.826$ ,  $p<.01$ ).

In the case of fashion trends that play an important role in the choice of commercial strategies for the sale of imported clothing, the association was also important ( $r=0.826$ ,  $p<.01$ ); Likewise, with digital marketing strategies (social networks,

influencers, e-commerce) as the most effective, compared to traditional sales methods to market clothes imported from China ( $r=622$ ,  $p<.01$ ). The above supports the continued importation of this type of garment for marketing in Mexico, see Table 3.

Table 3. Pearson's correlation between the variable of trading strategies (n=20)

Table 3. Pearson's correlation between the variable of trading strategies (n=20)

Items	R
Price competition with domestic products is a challenge for my business.	.565**
Fashion trends play an important role in choosing business strategies for selling imported clothing.	.626**
Customs and tax regulations represent a major obstacle in the import and marketing of Chinese clothing in Mexico.	.511*
Competitive prices for clothing imported from China are a key factor in deciding to import it.	.596**
Import costs (including transportation and duties) significantly affect my profit margins.	.626**
Level of education	.563**
Clothing imported from China has the potential to remain a viable option for the resale business in Mexico.	.694**
Digital marketing strategies (social media, influencers, e-commerce) are more effective than traditional sales methods for marketing clothing imported from China.	.622**
Importing Chinese clothing represents a growth opportunity for my business.	.625**
The low prices of clothes imported from China have positively impacted my business, allowing me to attract more customers.	.636**
Products imported from China offer good value for money for consumers.	.625**
Competition with other Chinese clothing resellers is a constant challenge in my business.	.672**

The correlation is significant at the 0.01 level (bilateral).

The correlation is significant at the 0.05 level (bilateral).



Source: The authors.

In hypothesis 4 the results, in the same sense, as hypothesis 3 were relevant on the association between competition in the market and the preferences of the Mexican consumer that determine the effectiveness and adoption of commercial strategies in the sale of clothing imported from China ( $r=587$ ,  $p<.01$ ), it is noteworthy that clothing imported from China is acceptable to Mexican consumers, although the quality is not excellent, but the factor with the most printing is the cost ( $r=617$ ,  $p<.01$ ), so there is potential to continue importing and reselling Chinese garments in Mexico (see table 4).

Table 4. Pearson's correlation between the variable market competition and consumer preference adopt commercial strategies (n=20)

Items	R
Import costs (including transportation and duties) significantly affect my profit margins.	.565**
Customs and tax regulations represent a major obstacle in the import and marketing of Chinese clothing in Mexico.	.547*
Mexican consumers prefer clothing from China because of its low price, even if the quality is not great.	.587**
High import costs are the main challenge I face when buying clothes from China for my business.	.672**
Clothing imported from China has the potential to remain a viable option for the resale business in Mexico.	.694**
Digital marketing strategies (social media, influencers, e-commerce) are more effective than traditional sales methods for marketing clothing imported from China.	.622**
The low prices of clothing imported from China are a key factor in consumers choosing these products.	.617**
I think Mexican companies should focus more on offering higher quality clothing instead of competing only on price with Chinese products.	.472*

Competition with other Chinese clothing resellers is a constant challenge in my business.	.587**
The correlation is significant at the 0.01 level (bilateral). The correlation is significant at the 0.05 level (bilateral).	

Source: The authors.

## ANALYSIS AND DISCUSSION

The approach of the application of commercial strategies in the context of the sale of clothing, considering aspects such as consumer behavior, sales techniques, and the importance of digital marketing are substantial. This approach is relevant in a highly competitive and changing market environment, where small and medium-sized enterprises (SMEs) in the textile sector must constantly adapt to consumer demands and new digital dynamics. It is relevant to consider the following points:

### CONSUMER BEHAVIOR AND PERSONALIZATION

One of the most prominent elements is the need to understand consumer behavior. Currently, consumers are looking for personalized experiences, which requires companies to collect and analyze relevant data to offer products aligned with their preferences (García-Lopera & Vargas-Hernández, 2023). In this sense, the use of big data technologies and predictive analytics has become a key tool for market segmentation and customer loyalty.

### COMMERCIAL STRATEGIES AND SALES TECHNIQUES

Traditional tactics such as personalized attention, discounts, promotions and attractive product display are important. However, recent studies suggest that these strategies should be complemented with practices based on neuromarketing and consumer psychology, which allow generating emotional bonds with the brand and increasing purchase intention (Mendoza-González & López-Sánchez, 2024).

Likewise, dynamic pricing and storytelling strategies have positioned themselves as effective tools to differentiate themselves from the competition. For example, telling the

story behind the product or the sustainable production process can generate greater perceived value (Ramírez-Padilla et al., 2023).

## DIGITAL MARKETING AND SOCIAL MEDIA

Another relevant axis is the use of digital marketing. Social media has become an essential channel not only for promoting products, but for building communities around the brand. Platforms such as Instagram and TikTok make it possible to make collections visible, generate engagement, and receive feedback in real time (Pérez-Rodríguez & Suárez-Torres, 2024). In this context, the figure of the micro-influencer has gained importance due to its high level of credibility and closeness to specific audiences.

## SUSTAINABILITY AND SOCIAL AWARENESS

Although not widely addressed, a growing aspect in consumer behavior is the demand for sustainable practices. Brands that implement responsible production processes and transparently communicate their environmental and social efforts tend to capture the preference of young consumers (Torres-López & Mejía-Sánchez, 2023). Integrating corporate social responsibility strategies into the business proposal can represent a significant competitive advantage.

## FUTURE WORK

To learn more about the production process of Chinese companies for the manufacture of clothing; Confecciones Yarnabeth, C.A (2024) comments that China's competitiveness in the textile market is based on several key factors. First, the country has a vast pool of available labor at relatively low costs, which allows production costs to be kept at competitive levels. In addition, China's industrial infrastructure is one of the most advanced in the world, with modern and efficient factories equipped with state-of-the-art technology for textile manufacturing. This combination of human and technological resources has allowed China to maintain its position as the undisputed leader in the global textile industry.

Analyze the technology they implement for the manufacture of clothing in the type of machinery they use to make the production process more efficient, use of artificial intelligence to capture the patterns or graphics for their production or the use of

biotechnologies that through bacteria and fungi can be manufactured fibers and fabrics giving sustainability to the garments without so much waste

Evaluate the logistics and supply chain that China implements for the manufacture of clothing and how its costs are reduced to a minimum due to the volume of production they carry out and in this way how it optimizes the entire supply chain. In addition, if they have some kind of government support to be able to manufacture that this allows clothing exports to be greater and greater

## CONCLUSIONS

According to the methodology used for this case study, a questionnaire was applied to entrepreneurs specialized in the sector, in order to know the commercial strategies for the import of clothing from China in Mexico. With the collection of the data, favorable responses were obtained to obtain the calculations presented with the IBM SPSS Statistics Program in which measurement instruments such as T student, Cronbach's alpha and Pearson's correlation were applied.

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