Analysis of Influencing Clothing Consumption Motivation in the Context of E-commerce and Its Marketing Research

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Abstract: After the economic recession of 2008, e-commerce began to develop rapidly, but clothing e-commerce experienced a growth bottleneck after the economic recovery. The rapid development of e-commerce has promoted a change in consumption patterns at all levels of society. Social media easily influence people's clothing consumption to pursue individualization and trend. More people starting to pay more attention to personalized design and shopping experiences. The study divides the behavioral elements into internal environmental impact factors' and 'methods to improve the competitiveness of enterprises' and refines the behavioral factors that affect the consumption of clothing consumers. The internal influencing factors of consumers include feelings and motivations. This review derives ways to promote consumer consumption based on the consumer's anchoring effect, psychological contract, and other effects that could influence consumer behavior. The results show that building a good corporate brand influence and carrying out different promotional activities are conducive to promoting consumer consumption.

Keywords: perceived value, e-commerce, apparel market, consumer motivation

1. Introduction

In the "Residents' Income and Consumption Expenditure in 2022", the total per capita clothing consumption expenditure of Chinese was 1365 yuan, down 3.8% year-on-year, while the clothing online consumption expenditure increased by 3.5% in 2022. Undoubtedly, online consumption has driven residents' consumption of clothing, but the overall income cannot be concealed, which shows that in the clothing market, the offline consumer market is still the mainstream of clothing consumption; On the other hand, e-commerce knows little about the consumption behavior of clothing consumers, so that the marketing work of the clothing industry will be affected to a certain extent. After the COVID-19, people's economic level decreased, so people have become more idealistic about clothing consumption. In today's e-commerce environment, the marketing work of the clothing industry will be affected to a certain extent, the traditional clothing enterprise marketing work ideas have been difficult to adapt to the current era of marketing model needs, for offline marketing has a certain impact, the clothing market should conform to the changes and development trends of the market economy development, the online marketing activities of the clothing industry to respond positively, through the e-commerce platform, to create a good corporate brand image,

while according to different consumer behavior factors for evaluation and analysis. Improve the overall level of the clothing industry to meet the aesthetic and needs of consumers, and according to their preferences and choices to build diversified sales channels, so as to improve the competitiveness and overall level of the clothing industry, and to increase product sales with rich promotional activities, improve market competitiveness and market share, while providing customers with quality services, increase the income of the clothing industry, improve the marketing position of the clothing industry, and carry out the development of sustainable development trend.

For the advent of the e-commerce era, whether it is external or internal factors, clothing companies should follow the trend of network marketing and analyze and innovate, combine the purchase characteristics of online consumer behavior, establish and create a suitable marketing work path exploration, through rational adjustment and innovative development, to meet the habits of various consumer consumption behaviors [1]. E-commerce should be evaluated and analyzed according to the behavioral factors of different consumers, improve the overall level of the clothing industry to meet the aesthetics and needs of consumers, and build diversified sales channels according to their preferences and choices to improve the competitiveness and overall level of the clothing industry, and increase product sales and market share with rich promotional activities. Song Jingjing believes that e-commerce should timely understand the changes in consumer psychological contracts through anchor live broadcasts to grasp consumer consumption needs [2]. Wang believes that most of the current research on consumers' purchase intentions is from the perspective of perceived value and perceived risk; consumers perceive that commodity value will promote consumption, and at the same time, perceive risk will reduce purchase willingness [3]. Existing scholars lack a little collation of the analysis dimension of factors affecting clothing consumption behavior.

Therefore, this paper integrates the mainstream influencing factors in academia and analyzes them to establish and create suitable marketing efforts to meet the consumption behavior habits of clothing consumers.

2. Method

The literature survey method is a research method that explores a specific topic by reviewing existing literature. It obtains research data or information by analyzing information from literature, including research papers, journal articles, books, reports, statistical data, historical documents, and so on. The literature survey method can be used as a separate research stage or as part of other research methods. It can be used in various types of research, such as sociology, psychology, history, business research, and medicine. In addition, the literature survey method can be used to gain insight into the latest developments in the current field and support future research planning. This paper fully utilizes this method to understand and investigate all aspects of purchase motivation, consumer decision-making, and business marketing strategies.

3. Result

3.1. Development Status of Clothing E-commerce

With the rapid development of Internet technology, e-commerce has risen rapidly worldwide and has had a profound impact on all walks of life, especially in clothing consumption. E-commerce has brought unprecedented convenience and choice to clothing consumers, profoundly changing their shopping behavior. After the financial crisis in 2008, offline clothing retail stores were hit by a huge blow, followed by the gradual expansion of sales scale with the development of contemporary e-commerce, and more clothing stores have begun to try to sell goods through online sales channels. The development potential of clothing e-commerce can also be reflected in the number of express parcels, and in 2017, an average of one-third of e-commerce express delivery per person per year

came from clothing e-commerce. In recent years, with the economy's recovery, users have paid more attention to the quality of goods and shopping experience, which has led to the public's preference for offline shopping, and clothing e-commerce has also encountered a growth bottleneck [4].

There are pros and cons to clothing e-commerce and two main advantages. The first point is to reduce the rent of renting stores and the wages paid to store staff, giving consumers more choices at a better price. The second point is that clothing e-commerce has a lot of choices, and users only need to enter keywords on their mobile phones to buy the goods they want, which is very convenient. Clothing e-commerce also has a disadvantage because everyone's body is different, customers cannot specifically know whether the clothing size suits them, and the clothing return rate will be higher than offline [5]

3.2. Overview of Consumer Demand for Apparel Products

In contemporary society, consumers in the choice of clothing not only consider color, fabric, style, price, and workmanship, but now the public in clothing consumption will also consider more personalization and 'emotional consumption', but consumers will also pay more attention to psychological satisfaction when buying clothes. Consumers will be more eager to buy different clothes, so the demand for personalized and customized clothing stores is also increasing. Some social media commonly used by the public has also had a greater impact on the consumption of the public, and the combination of recommendations of fashion bloggers and celebrities will affect the choice of consumers. Due to a large amount of media publicity on the importance of environmental protection, more consumers are now paying attention to and loving the environmentally friendly materials of clothing brands, such as network yarn and mycelial fibers [6].

3.3. Factors Influencing Consumer Behaviour in Clothing

3.3.1. Motivation for Purchase

Sun Lihui believes that internal influences affecting consumer behaviour include motivation, feelings, attitudes, learning, lifestyle, etc. [7]. Fei Mingsheng, Yang Yinong artificial consumer internal influences include consumer sensation, perception, needs and motivation, consumer learning, and so on [8]. Clothing consumption behaviour has the characteristics of personalized consumption, quality orientation, consumers focus on social influence, and most consumers will first be attracted by the price factor, personality, design, and other clothing commodity attributes are not consumers' primary considerations. Therefore, apparel consumer behaviour has rational purchase qualities [9]. Based on the premise that apparel consumers are rational, this paper divides the internal factors affecting apparel consumption behaviour into purchase motivation and decision-making processes. Among them, purchase motivation refers to the consumer's desire to buy due to their own needs, and consumption decision-making is a response to the signals of the consumption environment.

(1) Perceived value

Perceived value refers to the consumer's prediction of the value of goods before purchasing them, including functional, emotional, and social values. According to the halo effect (increase effect), most people's perceptions and evil judgments of people are only from the local. Then they create the overall impression, resulting in a biased situation. In marketing, authorization is a good example of a halo-effect application [8]. For clothing goods, the halo effect can be applied to the main features of clothing, such as color, IP pattern, etc., to enhance consumers' perceived value.

In addition, consumers' inner perception and attitude towards the goods and services provided by e-commerce live streaming directly affects consumers' attitude towards the goods and services provided by e-commerce live streaming and then affects consumers' purchasing behaviour. Consumers will not only be willing to repeat the purchase of goods and services that can satisfy their

psychological contract. Still, they will also be willing to take the initiative to share and recommend them to others, which will promote the purchase behaviour of others. The psychological contract is the consumer's attitude and perception of the enterprise during or after the transaction is concluded [2]. The psychological contract is divided into two types, transactional and relational; transactional psychological contract refers to a certain period of time more clearly involved in the interaction of the functional utility of the commodity with transient, specific qualities; relational psychological contract into the social commitment, in the transactional psychological contract on the basis of interaction, but also includes non-material rewards. Chen Yitao et al.'s study showed that quality content is more likely to promote the formation of consumers' transactional psychological contracts, and anchor trust is more likely to promote relational psychological contracts [10]. Anchor trustworthiness is positively and significantly significant to perceived value. Consumers' perceived risk for apparel recommended by anchors will be reduced, and they believe that their recommended goods will have better utility [11]. Meanwhile, online word-of-mouth moderates perceived value and purchase intention, with positive word-of-mouth promoting consumption intention and negative word-of-mouth inhibiting it [12].

Consumers' perception of apparel risk mainly comes from apparel display, which is also the main form of consumer-perceived value. As for the degree of different display methods affecting consumer risk perception, it is generally agreed that the effect of live models is the best, and the display effect is very good in fabric risk perception, comfort risk perception, durability risk perception, fit risk perception, fit risk perception, and color matching risk perception. The real mannequin can maximise the consumer's ability to judge the garment's characteristics, and is also the most widely used form in China [8]. However, care needs to be taken to avoid the situations where things do not match the net map, and make great efforts to make the physical object highly consistent with the net map. For example, to reduce the risk perception of consumption, HANDO YOSHE has established a professional filming team, "HANDO IMAGE", a creative, life-like filming method to perfectly present the Korean style in front of consumers [1].

3.3.2. Consumer Purchasing Decisions

It is now widely accepted in academia that the consumer decision-making involves identifying needs, searching for information, evaluating alternatives, purchasing interpretation press, and post-purchase behaviour. Among them, the stage of identifying needs is a process of problem identification. When there is a gap between the consumer's ideal and displayed state, the consumer will take further action [8]. Consumers also differ in problem identification due to the difference between the ideal and real states. Suppose the gap between the ideal state and the real state is large. In that case, one can start with the relative strength between the two: the ideal state is above average, while the real state regresses around its average, which is an opportunity identification for the marketer, and vice versa, which is a demand identification. For consumers of clothing, it is clear that there is a huge supply of clothing. Yet, consumers have different individual needs and tastes, so there is a great opportunity for identification.

According to the law of the lizard brain, the way consumers think under most environmental influences is determined by the "lizard brain", i.e., the unconscious brain [13]. A large part of what drives consumers to buy clothes within their affordable price range is based on emotion, which is determined by the unconscious animal brain. In Zhu Maoqiang's research on the consumer anchoring effect (in an uncertain environment, people will be influenced by the first obtained value when estimating the value of the phenomenon, as a reference to make an inadequate estimate and make the results have a certain bias), the neuroticism (the degree of the individual's perception of the negative emotions) has a significant impact on the anchoring effect [14]. The low neuroticism is more

pronounced than the high neuroticism of the anchoring effect. Therefore, apparel e-commerce should give consumers rational reasons and create an emotional image.

4. Discussion

4.1. Create a Good Corporate Brand Image

For the current e-commerce background of the development of the clothing market, in order to realize the development and innovation of marketing work, to enhance the clothing market marketing means, to achieve the goal of standing firm in the e-commerce era of the change process, we need to create a good corporate brand image, through the background of e-commerce, so that the clothing market to follow up on the trend of the times, and to improve the popularity of the clothing brand. In the specific marketing work, we should make the following points of work.

First, clothing enterprises should be clear and keep up with the consumer's personalized demand for clothing, implement the concept of personalized service, and then change the product's positioning to achieve their own characteristics and image of the clothing enterprise [15]. For example, the enterprise can be the enterprise's loyal customers to buy product analysis and questionnaire survey, clear guests of the purchase of ideas and personalized needs, and then ensure that their own enterprise products to guests to maintain the attraction of the price of the product at the same time need to be appropriate control and adjustment to ensure that the enterprise clothing cost-effective.

Secondly, to realize the branding of clothing enterprise products [16]. For the clothing enterprise, a good brand image is a good foundation for this enterprise and an important factor in opening the customer market. Clothing enterprises should conduct a rational analysis of the trend of market development for today's trends and consumer preferences to refine the analysis and establish a new service system to achieve the innovation of clothing design and service content.

Overall, in the current e-commerce environment, apparel enterprises should combine the market development trend and the current situation to build a targeted program and brand image is to realize the development of the enterprise's online marketing work is an important step.

4.2. Carry out Different Promotional Activities

Under the background of today's e-commerce, in order to enhance their market competitiveness and market share, apparel enterprises should carry out a variety of promotional activities according to the needs of consumers, the development of related promotional activities, and then meet the people's consumption psychology.

Moreover, in the process of promotional activities, apparel companies should be based on the study of the network environment and constantly optimize the program to ensure the rationality and sustainability of promotional activities. Clothing enterprises can carry out promotional activities in the following ways or forms [15].

First, free postage. The "free shipping" method is the most common promotional means on the e-commerce platform, and it is also the most concerned about the majority of consumers. Therefore, apparel companies can learn to increase consumers' desire to buy through shipping activities.

Second, is the common discount, today's society, clothing products are gradually diversified, personalized, but they appear on different platforms at different prices, and the main reason is the discount; discount will attract customers, the so-called "comparison of goods" reason. In general, discount promotion is divided into the following types: first, through the product directly reducing the price to attract consumers directly [3]. And the second is the discount promotion, providing coupons during the holidays, increasing the consumer's desire to buy, and then achieving the effect of the profit of the apparel business. The last type is pre-sale promotion, and clothing companies attract consumers' attention by pre-sale clothing products in advance. The company can set up

different pre-sale times and pre-sale prices to stimulate the consumer's heart and then form a certain demand for the clothing products.

Finally, offer freebies. In today's e-commerce environment, apparel companies can enhance the competitive advantage of their products by offering gifts to consumers [16]. Clothing companies achieve the desired effect by controlling the cost of gifts and meeting the psychology of consumers. For example, to achieve sales, attract customers, and so on.

In general, clothing companies should carry out different promotional activities to attract consumers' attention and meet the consumer's psychology; promotional activities are an indispensable part of the clothing market in today's e-commerce background.

4.3. Establishing Diversified Marketing Channels

In clothing enterprise marketing, clothing enterprises should vigorously expand and establish diversified sales channels to realize their sustainable economic development [16]. The establishment of diversified marketing channels can be done in the following ways.

First, broaden the channels of e-commerce sales. For the traditional clothing business model, e-commerce has become today's best sales channel. The sales of Japan's famous clothing brand Uniqlo in 11 days after opening an online store is equal to the total sales of three years of brick-and-mortar stores [9]. This shows the importance of an e-commerce environment, which not only broadens the scope of business but also increases business capacity and promotes sales development in the local apparel market. Clothing enterprises can open stores on Taobao and Jingdong platforms to create sales channels and styles unique to this clothing enterprise, enhancing the economic benefits and scale [16].

Secondly, strengthen the construction of settlement channels [16]. For a clothing enterprise, the settlement method of the online store will also affect the consumer group's choice of clothing enterprises. It should carry out rich settlement channels, and clothing enterprises should strengthen the formation of cooperation with major payment platforms to meet the diverse payment needs of the consumer group to facilitate the completion of online transactions. For example, the online platform Taobao settlement channel's lack of WeChat payment greatly reduces the consumer experience of the consumer groups, so increasing the enterprise payment channels can effectively increase the turnover rate, which improves the clothing enterprise's economic benefits.

4.4. Improve Reputation

Under the trend of the contemporary e-commerce environment, IWOM has become an important source of information for people, and the word of mouth of a clothing enterprise is a key factor that affects the consumer group's consumption in this enterprise. Positive word of mouth promotes purchases, while negative word of mouth reduces purchases. However, negative word of mouth can provide more information to consumers than positive, so it can be concluded that consumers care more about negative word of mouth [17]. For clothing enterprises, word of mouth is an important part of improving the level of the enterprise, so the enterprise should leave a good consumer experience for the consumer group, such as good customer service, timely customer service response, and clear and true picture of the clothes, to avoid too big a difference with the real thing, all of which can better to improve their own enterprise's word of mouth, to meet the consumer group's purchasing experience, so the enterprise has a good word of mouth in order to have a better rate of repurchase and New customers.

To summarize, to meet the consumer demand for clothing so that clothing companies can occupy a sufficient market share in the fierce market dominance should be combined with internal and external influences to develop effective marketing strategies, understand the psychology of the

consumer groups, and constantly promote the continuous innovation of clothing companies, in order to improve the status of the e-commerce environment of the clothing business.

5. Conclusion

In summary, in today's e-commerce background, the consumer's motivation for online clothing enterprises is crucial to clearly understand the personalized consumption needs and purchase motivation of apparel consumers and constantly improve the perceived value of their own products as well as the network platform to reduce the perceived risk of people's apparel products, and to a certain extent, through the apparel products and the environment and other factors to promote the consumer's Purchase decision, shaping a perceptual image. For the discovery of the enterprise, the image and reputation of the enterprise are the basis of all marketing strategies, and constantly carry out promotional activities, establish diversified marketing channels, occupy more market share or even a dominant position in the fierce market, and constantly combine the consumer motivation of the consumer groups and enterprise marketing actions to formulate effective marketing strategies to meet the consumer psychology of the consumer groups, and constantly prompt the continuous innovation and development of the clothing enterprises. In order to improve the status of clothing enterprises in the e-commerce environment, this study clearly describes the factors of consumer motivation. It solves the problem of satisfying and stimulating the consumer psychology and consumer desire of consumer groups. And for today's e-commerce, under the background of garment enterprises to provide effective marketing methods, can improve their business economic efficiency and occupy a larger market share.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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