

Research on the Influence of Online Shopping Platform Promotion Strategies on Sichuan College Students' Clothing Consumption Behavior

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Abstract: Apparel purchases now constitute one of the fastest-growing segments of e-commerce. Thus, theoretical solid and managerial reasons exist to understand better consumer characteristics associated with buying apparel online. This paper investigates motivations for online apparel consumption using the Consumer Styles Inventory. This study showed that discounts, limited quantities, coupons, lucky draws, and gifts influenced student purchase behavior. The three research objectives are; to explore the clothing consumption behavior of college students in Chengdu, Sichuan; to evaluate the influence of online shopping platform promotion strategies on Sichuan college students' clothing consumption behavior, and to suggest the improvement of the promotion strategy of the online shopping platform in the future.

Keywords: Online Shopping Platform; Promotion Strategies; Clothing Consumption

1. Introduction

With the continuous progress of science and technology and the continuous development of society, people's consumption concept has changed, and e-commerce has developed rapidly with the popularization of the Internet. According to statistics, in 2013, there were nearly 600 million netizens in my country, of which 29.3% were students. College students are the leading group in online consumption, and the website's operation is directly related to college students' consumption habits and consumption patterns. College students, as a group with a high degree of education, a high frequency of access to the Internet, and a strong willingness to try new things, have become one of the critical forces in the Internet market. In the rapid development of network information technology, enterprises will adopt specific promotion methods to receive more benefits to obtain more benefits. Therefore, this study takes Sichuan college students as the object of investigation to explore and analyze the influence of online shopping platform promotion strategies on Sichuan college students' clothing consumption behavior to provide feasible suggestions for improving online shopping platform promotion strategies.

2. Theoretical Basis

2.1 Theoretical Significance and Value

The continuous development of Internet technology is changing human life all the time. With the increase of online consumers, the growth of e-commerce has entered a stage of rapid development. The pursuit of excellent service quality is an essential task for these enterprises. Therefore, many businesses began to change their promotional strategies to improve their competitiveness and drive consumers' willingness to buy. At the same time, online shopping platforms also stimulate consumption through various shopping festivals. However, by reviewing relevant literature, it is found that there are few related studies on the influence of online shopping platform promotion strategies on college students' clothing consumption behavior (Meng 2019)^[1].

2.2 Practical meaning and value

Online shopping refers to retrieving product information over the Internet, sending a shopping request via electronic purchase order, and filling in a personal checking account or credit card number. Manufacturers ship by mail order or home delivery by courier. In recent years, with the rapid development of the Internet, online shopping has become more and more popular. The results of online shopping have also driven the growth of online shopping platforms, with different shopping platforms emerging one after another.

3. Understanding the Influence of Online Shopping Platform Promotion Strategies on Sichuan College Students' Clothing Consumption

The transformation of modern consumption patterns is carried out under the background of the current economic development situation, which has also become the main feature of contemporary consumption patterns to a large extent. Commodity allocation, information exchange, and interconnection based on the Internet are all caused by the contradiction between the enormous demands of material life and the current traditional consumption patterns. Based on the contemporary research literature and survey analysis, we can clearly understand that online consumption has unique development advantages compared with conventional consumption forms (Zhang 2010)^[2].

Flexible online promotion forms and an accurate grasp of consumption habits in big data help online consumer sellers to grasp new and old customers firmly. Rapid feedback to customers increases customer stickiness. The application of large databases can accurately capture individualized consumption patterns, and online business promotion becomes more targeted, meeting individualized demands for social and economic development. Modern scholars generally believe online consumption can highlight individual consumption and distinguish consumption differences between people.

4. The Conceptual Framework for the Research Study

4.1.1 Online shopping platform

An e-commerce platform is a software application that provides online commerce services to merchants and consumers. E-commerce platforms can manage web hosting, inventory management, payment processing, marketing, and order fulfillment. An online store is reminiscent of the physical analogy of buying a product or service at a regular "brick and mortar" retailer or mall; the process is called business-to-consumer (B2C) online shopping. (Liu 2020)^[3].

4.1.2 Promotional strategy

A promotional strategy is a method that companies use to advertise, promote, and sell their merchandise. Companies choose their promotional plan based on product type, marketing budget, target audience, and more. This is a crucial activity to increase product awareness and thus increase sales. Effective promotional strategies can generate more revenue than marketing spend.

4.1.3 Clothing consumption

Consumption is the theory that "promoting the interests of consumers" or "increasing the consumption of goods is economically desirable." It is the opposite of anti-consumerism or productivism. In many critical contexts, consumption is used to describe the tendency for people to strongly identify with the products or services they consume, especially those with brand names such as clothing.

5. The Influence of Online Shopping Platform Promotion Strategies on Sichuan College Students' Clothing Consumption

The individual factor of college students is an important influencing factor for online shopping, so this is a variable to investigate. The following conclusions are drawn: the education level of college students and the acceptance of innovative shopping methods are positively related. Compared with traditional shopping methods, more convenient remote shopping methods are more acceptable to college students. College students pay less attention to price factors (Li 2016) [4]. At the same time, college students are the primary Internet users and will pay more attention to price factors. They spend more time on the Internet, so they are more reluctant to waste time on the way to buy things, and they also believe more in the authenticity of the Internet and their judgment when purchasing. Although some research results show that individual factors of consumers do have a particular influence on online shopping, not all data can support this view.

6. Conclusion

This paper analyzes college students' basic consumption situation and online shopping behavior. It compares it with the existing shopping platforms to understand the choice tendency of contemporary college students to online platforms to build a more suitable online life service shopping platform for college students. Consumption habits. According to past scholars and literature, it is roughly predicted that there are six essential means of online sales platform promotion strategies: discount promotion, limited-time purchase, limited promotion, coupon promotion, lottery promotion, and promotion. Buy-and-gift advertisements can stimulate consumers to increase their willingness to buy, thereby changing their consumption behavior. Next, this study suggests that future research should be further deepened to explore the effects of moderator variables. Consumer demographics (age and gender) are expected to influence their adoption of e-shopping. With the continuous development and improvement of the primary economic system of China's socialist market economy, the overall economic environment is also changing rapidly. How to adapt to the rapid market changes and promptly make adequate adjustments is a complex problem for managers to test. Improving the shopping website's promotion ability and increasing sales volume and competitiveness are essential issues for the online shopping platform.

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