

Study on Online Purchase Willingness of Clothing Products——Taking People in Sichuan as an Example

Xia Wen

North Bangkok University, Bangkok 10220, Thailand.

Abstract: With the rapid development of network information technology and the gradual improvement of logistics and transportation service system, the user scale of China's online shopping market still maintains a growth rate of tens of million at a high level. In clothing e-commerce enterprises, the interactive relationship around products does exist. In the case of unequal information, shopping websites usually provide customers with online customer service support, and provide more detailed product and service information through the direct communication between online customer service and customers. Such an interactive process can improve the consumer experience and build a trust relationship between consumers and clothing brands. Through effective and efficient interaction, consumer satisfaction can be improved, and ultimately achieve a win-win situation between enterprises and consumers. Therefore, there are more and more issues related to improving service quality and forming a benign relationship with consumers

Keywords: Interactive Marketing; Information Asymmetry; Clothing Products; Online Purchase Intention

1. Background

With the rapid development of network information technology and the gradual improvement of logistics and transportation service system, the user scale of China's online shopping market still maintains a growth rate of tens of million at a high level. With the rapid development of network and information technology, the transactions between enterprises and between enterprises and consumers are used to conducting transactions through the Internet, which has brought about the vigorous development of e-commerce and produced a large amount of consumption data. Huang Shengming believes that "the use of data runs through the beginning and end of the whole marketing process, and plays a crucial role in influencing the effect of marketing". Although now in the process of mobile e-commerce development interactive marketing by the attention of more and more businesses, the mobile e-commerce as an important platform of enterprise marketing promotion, but in the process of mobile e-commerce interactive marketing, there are interactive content quality, low content of interactive marketing and commodity marketing, interactive marketing feedback effect, and many other problems. This study will use the definition of interactive marketing to explore the service interaction between the employees of online clothing brands and consumers, and based on the empirical research results, analyze the internal marketing and external marketing strategies that the brand needs to achieve the good effect of interactive marketing.

2. Research objectives

Analyze the economic impact of consumers' online purchase willingness of clothing products on China?

What are the factors affecting consumers' online purchase intention of apparel products and what are the effects?

How to help clothing merchants to carry out interactive marketing? What are the specific measures?

3. Range of study

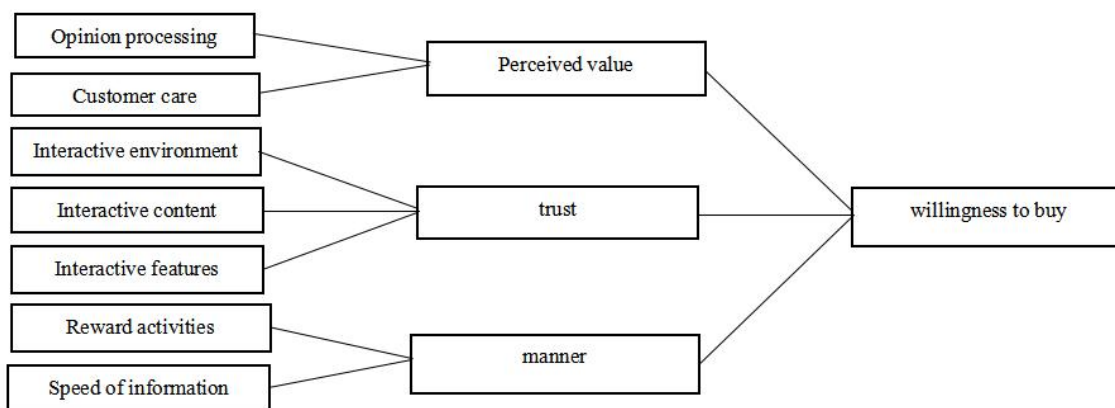
3.1 Meaning and Value

This study will be based on the hot spot of online clothing brand marketing —— interactive marketing, based on the purchase intention model of consumers under this mode, and provide practical marketing strategy guidance for the online clothing enterprises based on the theoretical model, and guide the online clothing enterprises to conduct more targeted interactive marketing with target consumers.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Sichuan region, mainly including clothing consumers in Sichuan region. The scope of sample collection is limited to Chengdu city, Sichuan province, and the influencing factors of online consumption intention of clothing in this city are investigated. The survey was conducted from October 2022 to December 2022, with an overall sample size of 500 units. The population sample is the online clothing consumers in Chengdu, Sichuan province, mainly in Chengdu city.

4. The conceptual framework of the study



5. Theoretical principle

The theory of rational behavior (TRA, Theory of Reasoned Action), proposed by Ajzen & Fishbein (1975), is one of the most basic and influential theories for the study of human behavior. This theory originates from social psychology, and has since been widely adopted in the field of consumer behavior research. It mainly explores the determinants of rational behavior, which can be used to explain the purchase intention of consumers. The components of the S-O-R model include: precursor variables (environmental attributes), intermediary variables (emotional states), and the output results of taxis or avoidance, focusing on the intermediary role. Based on the SOR theoretical model, scholar Zhang Qi (2014) put forward a model with the most popular perceived value, namely, the influence, information response, opinion processing and customer care. Yang Zitian et al. (2021) took the live broadcast interactive factor as an example to divide the dimensions of interactive marketing, mainly including interactive environment, interactive object, interactive content and interactive characteristics. Scholar Li Ping (2014) put forward the theoretical model and research hypothesis through in-depth interview.

6. Related studies

Alotaibi et al. (2019) conducted a study on the online purchase willingness of consumers on the popular website Instagram, and discussed the influence of various factors such as trust, social media influencers (SMIs), opinion leaders (KOLs) and consumer feedback on consumers' purchase willingness. Choi (2019) positioned the research situation to the more macro mobile e-commerce, and explored the influencing factors of consumers' cosmetics purchase intention in this situation. The research on the purchase

intention of specific consumer groups, such as Zhu et al. (2019), distinguishes the "Y" generation consumer groups from other consumer groups, and explores the influencing factors of the online repurchase intention of this consumer group. Lankford et al. (1993) pointed out from the perspective of the psychological state that the purchase intention is the psychological state of consumers when planning and deciding on the number of products to buy in a specific period. Spears et al. (2004) believe from the perspective of planning that the purchase intention is a conscious plan when individuals try to buy a brand product.

Conclusion

The essence of interactive marketing lies in the "interaction". During the interaction process, consumers can participate in the sales process of products, have a more in-depth and more intuitive understanding of the relevant information of products, and form a good stickiness to enterprises and brands in this process, and finally stimulate consumers to have a more sustainable purchasing behavior. So enterprises, businesses to innovative mobile e-commerce interactive marketing interaction, can be live shopping scene innovation, will make the story of the environment, such as hot movie, the product into the story situation, the host, consumers can through more real environment into the use of the product scenario, make consumers experience the scene of online shopping feeling, truly realize "immersive shopping". Enterprises and businesses can also combine the marketing content of products with online games. Sales personnel can attract more consumers through game interaction, naturally implant product information into game activities, and have a subtle influence on consumers, and make them have the desire to buy. Because this interactive marketing activity is based on the special purpose of purchasing, it is easy for consumers to find people who have a common consumer interest when looking for activity partners.

References

- [1] Zhang AP, Yang DF. The influence of the information characteristics of microblog advertising on the brand value from the perspective of interactive marketing [J]. *Operation and Management*, 2022 (07): 46-51.
- [2] Wong FY. Discuss the interactive marketing and application mode of mobile e-commerce [J]. *Shanghai Commercial*, 2021 (11): 30-31.
- [3] Diao JK. Research on interactive marketing and application mode of mobile e-commerce [J]. *Enterprise Technology and Development*, 2021 (11): 196-198.
- [4] Yang ZT, Zou YY, Zhang DL. The influence of live interactive factor on the purchase intention of clothing consumers [J]. *Shandong Textile Economy*, 2021 (10): 5-12.
- [5] Wang AL, Feng R. Review of online interactive marketing research in the context of big data [J]. *North Economy and Trade*, 2021 (09): 63-66.
- [6] Tan XW. Analysis of the marketing strategy of interactive media [J]. *News Research Guide*, 2021,12 (13): 251-253.
- [7] Wen SY. Analysis of the anchor behavior strategy in the live broadcast room from the perspective of interactive marketing [J]. *China Management Informatization*, 2021,24 (13): 115-117.