

Research on the Influence Mechanism of Apparel Retail Marketing Management on Chengdu Consumers' Purchase Intention

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Abstract: With the continuous development of the socialist market economy and the complete opening of China's retail business to foreign investment, more and more foreign retail giants are aggressively attacking the Chinese retail market, making the competition in the retail market more intense. Under this background, if retail and commercial enterprises want to gain a firm foothold in the fierce competition, they must comprehensively strengthen the management of enterprises, especially the leadership of marketing, to increase consumers' willingness to purchase. Among many retail enterprises, clothing retail has a large audience and a wide range of consumers, making it an indispensable part of the retail industry. Therefore, this research uses the consumers in Chengdu to investigate the influence mechanism of clothing retail marketing management on consumers' purchase intention in the region and to provide feasible suggestions for developing clothing retail enterprises in Chengdu. The three research objectives are; to explore the willingness of consumers to buy apparel, to evaluate the influencing factors of retailing marketing management on consumers' purchase intention in Chengdu, and to improve the future apparel marketing management in Chengdu.

Keywords: Influence Mechanism; Apparel Retail Marketing Management; Purchase Intention

1. Introduction

With the continuous development of the socialist market economy and the complete opening of China's retail business to foreign investment, more and more foreign retail giants are aggressively attacking the Chinese retail market, making the competition in the retail market more intense. Under this background, if retail and commercial enterprises want to gain a firm foothold in the fierce competition, they must comprehensively strengthen the management of enterprises, especially marketing management, to increase consumers' willingness to purchase. Among many retail enterprises, clothing retail has a large audience and a wide range of consumers, making it an indispensable part of the retail industry. Therefore, this research uses the consumers in Chengdu, Sichuan, to investigate the influence mechanism of clothing retail marketing management on consumers' purchase intention in the region, and to provide feasible suggestions for developing clothing retail enterprises in Chengdu.

2. Theoretical Basis

2.1 Theoretical Significance and Value

The clothing retail industry has a high degree of marketization, and there are many clothing retailers or companies on the market, and there are more competitors. Therefore, retail clothing companies need to change their marketing strategies to improve their competitiveness and drive Consumers' willingness to buy. However, by reviewing relevant literature, it is found that there are few appropriate types of research on the influence of clothing retail marketing management on consumers' purchase intention. Therefore, this paper explores the marketing management of clothing retail through data analysis, builds a theoretical model that affects consumers' purchase intention, and conducts a further exploration. This research is the entry point of clothing retail marketing management, enriches the relevant marketing management theories, and has significant theoretical value (Zhu 2022)^[1].

2.2 Practical meaning and value

This paper uses correlation, regression, and other methods to analyze the influence of clothing retail marketing management on consumers' willingness to buy in Chengdu, Sichuan. The development of retail enterprise marketing management provides relevant path guidance and helps to improve consumers' purchase intention. At the same time, clothing retail enterprises can also carry out targeted marketing activities according to the research of this paper, which has important practical significance. Apparel retail occupies an important position in my country's retail industry. Retail companies can improve consumers' willingness to purchase by integrating and managing marketing processes and establishing long-term competitive advantages. The influence of clothing retail marketing management on consumers' desire to buy in Chengdu, Sichuan, will help the clothing retail industry to optimize the marketing strategy, provide the practical direction of clothing retail enterprise marketing, and promote the development of the retail market.

3. Understanding the Influencing Mechanism of Apparel Retail Marketing Management on Chengdu Consumers' Purchase Intention

3.1 Four Ps marketing theory.

Bian (2022) ^[2] put forward the 4P theory, which scholars widely use to formulate and implement the marketing plan of enterprises, which has positive guiding significance. The goal of corporate marketing is to enable the company to obtain more profits, and it is necessary to propose specific strategies based on the problems faced by the company in the market. Jerome McCarthy proposed that the particular marketing composition is divided into four elements: The product. Products are the core and foundation of corporate marketing. The key to marketing is to sell products or services to consumers to meet the needs of different personalized consumers. The second is price. Price is the price at which consumers buy goods or services. Other products and different market segments have different prices, which can effectively meet the needs of consumers. The third is the channel. The company's products must go through a sure way to reach consumers, and the medium is directly related to the cost and the speed of product circulation. The fourth is promotion. Promotion is the publicity that directly affects products and services. The advertisements in the promotion can make more consumers pay attention to the products and services, and the price discount will also make consumers buy more products.

3.2 Ansoff matrix

The Ansoff Matrix, known as the Product/Market Expansion Grid, is a two-by-two framework used by management teams and the analyst community to help plan and evaluate growth plans. In particular, the tool allows stakeholders to conceptualize the risks associated with different growth strategies.

Marketing penetration – increase sales of existing products in the existing market

Marketing development – focus on selling existing products in new markets

Product development – focus on introducing new products to the existing market

Diversification – enter a new market with overall new products

3.3 Purchase intention theory

Consumers' willingness to buy refers to consumers' attitudes and willingness to pay for particular purchase behavior. This is essentially a signal of consumer buying behavior.

4. The Conceptual Framework for the Research Study

4.1 Influence mechanism

The influence mechanism consists of specific categories of actions that apply to a specific goal with different influences.

4.2 Apparel retail marketing management

Apparel Retail Management combines apparel construction, design, fashion, textiles, consumer behavior, and retail and merchandising subjects with various marketing and business modules to prepare students for the exciting and ever-changing textile and apparel industry.

5. The Influencing Mechanism of Apparel Retail Marketing Management on Chengdu Consumers' Purchase Intention

There are many factors in corporate marketing constantly developing in different eras. The most classic is the research on marketing mix. The theories of 4P, 4C, and 4R still play an essential role in modern enterprise marketing. At the same time, some new marketing factors have appeared to enrich the modern enterprise's marketing mix. New marketing mixes in new industries. The 4V marketing mix of the high-tech sector refers to differentiation, functionalization, added value, and resonance. A sustainable social marketing mix strategy based on cooperation first includes the 4P strategy of strategic planning, exploration, segmentation, prioritization, and positioning strategies Dong (2022)^[3].

6. Conclusion

This study takes the clothing consumers in Chengdu, Sichuan Province, as the research object. It explores the influence of clothing retail marketing management on consumers' purchase intention in Chengdu, Sichuan. The research collects and analyzes data through questionnaires and verifies the hypotheses. According to past scholars and literature, it is roughly predicted that the five aspects of marketing management of clothing retail enterprises: product shaping, product price, sales channels, promotion methods, and marketing teams can all be practical. The willingness of consumers to purchase in Chengdu, Sichuan has played a positive role in pulling. Since the emergence of business, corporate marketing has never been interrupted. According to the characteristics of the times, the marketing methods and factors adopted by enterprises are different. Taking into account the particularity of clothing retail enterprises, enterprises should optimize the shaping ability of products, and better outcomes can naturally attract consumers, thereby increasing sales. In addition, as one of the critical factors affecting consumer purchases, products should be priced to match the purchasing power of most consumers. To open up sales, it is necessary for any industry to expand the market and expand its influence channels actively. It can be seen that marketing channels are also an important factor affecting consumer purchases. Finally, clothing retail also needs to adopt appropriate promotion methods, set up its marketing team, and improve its marketing management level.

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