

Research on the Influencing Factors of Brand Identity of Female Clothing Consumers in Sichuan under the "Her Era" Economy

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Abstract: With the development of economic globalization, the market competition is becoming more and more fierce, there are more and more brands in the market, and the choice space of consumers is increasing. This is especially true in the clothing industry today; and when consumers consider whether to buy unfamiliar brand clothing, they can only evaluate the brand through the most intuitive feeling of the product attributes (such as product quality, store image, etc.), thus forming their attitude towards the brand, and then influencing their final purchase decision. The higher the evaluation of the product attributes, the more positive their attitude towards the brand, and the stronger their willingness to buy. Therefore, while conducting brand management, enterprises should also strengthen the management of product attributes, which can not only improve the loyalty of old customers, but also attract potential new customers to make purchase decisions. Based on the product attributes, this paper aims to explore which product attributes can significantly influence the brand attitude; from the perspective of product attributes, to provide some suggestions for clothing brand operators to improve consumers' attitude towards their brand.

Keywords: "Her Times"; Women's Clothing Brand; Identity Influence Factors

1. Background

In recent years, China's GDP has maintained a rapid growth, the scale of clothing retail has expanded, China's consumer demand for clothing has also undergone a fundamental change, gradually developing into driven by culture, brand, fashion and other consumption trends. The pressure of transformation and upgrading of the garment industry is increasing, and the outbreak of COVID-19 in 2020 has brought new difficulties to the garment industry. From January to October 2020, the total garment output of enterprises in the garment industry was 17.818 billion pieces, down 8.38% year on year; the total operating income of enterprises above the designated size in the garment industry was 107 4.241 billion yuan, down 12.85% year on year. While the secondary return of COVID-19 has somewhat slowed the market recovery, it is foreseeable that the apparel industry will steadily recover. China's garment industry occupies the number-one positions in the world.

2. Research objectives

Explore the economic impact of female clothing consumers on brand recognition.

Explore the influence relationship between the variables and their significance.

According to the statistical analysis results, compare the importance of various factors, formulate targeted marketing strategies, and provide highly reference suggestions for maintaining the sustainable development of women's clothing and improving user brand recognition.

3. Range of study

3.1 Significance and value

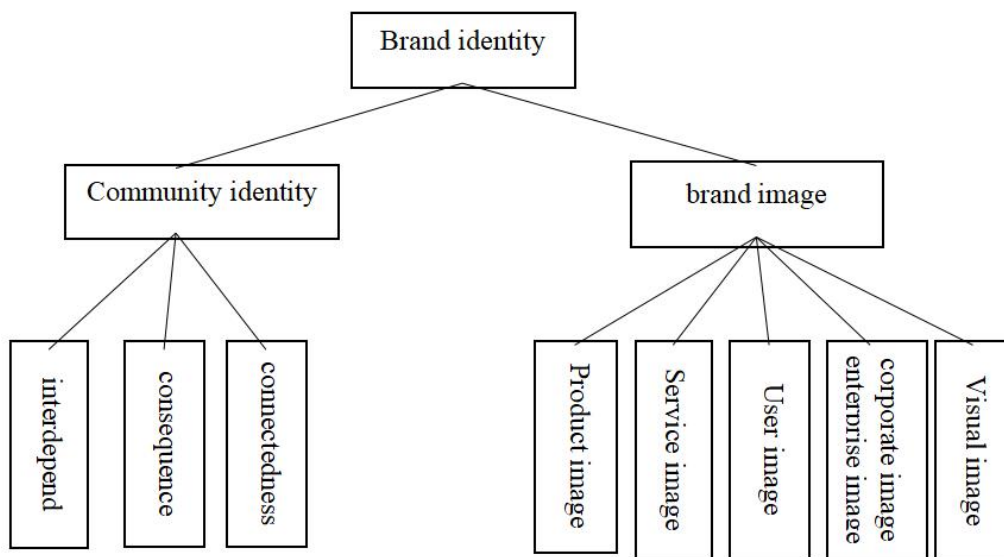
Theoretical aspects: The research in this paper is helpful to increase the relevant literature of brand identity of different clothing brands, and enrich the research on brand identity of female consumer groups.

Practice: in this paper for female consumers of Sichuan province clothing brand identity influence mechanism of Sichuan province clothing enterprises to grasp the local market of female consumer demand, and help to guide women clothing consumers have a more correct understanding of clothing brand, form a reasonable consumption concept.

3.2 Regional demographic characteristics of the study

Based on the selected areas of this study, the investigators strictly defined the scope of the study. In terms of regions, this paper selected the main places in Sichuan province, including Chengdu, Mianyang, Nanchong, Yibin and Luzhou, and adjusted the number of questionnaires according to the number of female groups in different cities.

4. The conceptual framework of the study



5. Theoretical principle

Wang Jia (2016) explored whether there is a medium variable that connects the initial variable and the outcome variable in this process. Wu Tongneedle (2021) on a series of practical problems faced by fresh e-commerce platform enterprises, join brand identity as an intermediary variable, and explore the intermediary role of brand identity between the brand image of fresh e-commerce platform and consumers' purchase intention. Xiong Yufen (2019) discussed the differences in consumer interaction in hedonic and practical virtual brand communities and the differences in their influence on the identity of the virtual brand community, and put forward a research model on the influence of the influence of consumer interaction on the virtual brand community identity. Li Zhina (2010) took the online car brand community as an example to incorporate the sociological concept of "interactivity" into the online brand community for research. CAI Zhengming (2020) viewed the research on the relationship between brand image, brand trust and brand loyalty in the sports industry from the perspective of marketing, and constructed a research model on the relationship between brand image, brand trust and brand loyalty of sports live broadcasting software. Long Chengzhi (2009) has built a clear path model of brand image performance contribution: brand relationship brand image brand performance.

6. Correlation studies

The research conclusion of Li Qinyang and Wang Jinyan (2021) will provide useful reference for enterprises to provide users with appropriate logistics service experience and gain the rewards of users' brand recognition behavior. Li Meixuan (2019) put forward the "she economy" under the background of urban young women market corresponding countermeasures and targeting ethnic marketing, mainly including conformity and personalization under the framework of peer pressure in consumer groups to build and use, self identity and brand premium development brand characteristics, strengthen the brand community under the framework of the mobility of the core user groups, niche means of enhance the role of viral marketing, since the media development under the background of marketing use, etc., provide realistic guidance for brand female ethnic marketing.

Conclusion

Under the combined action of the Internet era and her economic era, women have certain common evaluation criteria for brand identity. On this basis, community identity has become very able to influence the brand identity. The reason of the result is that the liquidity of the network, and spread, ten best, under the blessing of the network information become fast and simple, if a clothing brand everyone said, so the influence on the network will become very big, not familiar with the brand after consumers didn't buy the brand, the brand, which cause buying behavior, after the purchase if the brand is really good quality, will get recognition, thus again drive the word of mouth on the network, eventually get more community identity, thus drive different individuals to form a certain degree of brand identity. In addition, the brand image can also directly affect the brand identity. Brand image can be divided into many levels, mainly including product image, service image, user image, corporate image and visual image.

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