

Analysis on The Development of AI Clothing Marketing

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Abstract. With the emergence of Alpha Go, artificial intelligence has become a hot topic, and marketing has ushered in the era of intelligence. Through the combination of artificial intelligence technology (including virtual reality, data insight, etc.), marketing can bring better consumption experience to consumers. Based on the analysis of the advanced technology of artificial intelligence and the characteristics of clothing marketing, this paper concludes that clothing marketing in the era of artificial intelligence shows the characteristics of precision marketing, new experiential marketing and human-computer interaction marketing, and promotes the development of clothing marketing. However, it is concluded that artificial intelligence cannot completely replace the role of human beings in marketing.

1. INTRODUCTION

With the development of technology, the way and form of advertising marketing also change. The Internet has brought marketing to web portals, touting the condescending power of big brands, and the mobile Internet has brought marketing to social media, emphasizing the relationship between friends and consumers. The essence of marketing is communication. Before, the core of marketing change was actually the change of communication medium and platform. Now, artificial intelligence will bring about the change of communication ontology. Practice has proved that the scene set up by artificial intelligence can gain insight into the hearts of consumers through big data analysis, machine learning and other technologies, so that brands can better understand customers. After studying the existing literature, it is found that the current research on marketing has become mature. As a new thing, artificial intelligence is still in its infancy in China.

2. BACKGROUND

2.1 Artificial Intelligence

Artificial Intelligence (AI) is a new technology science that studies and develops theories, methods, technologies and application systems to simulate, extend and expand human Intelligence. Artificial intelligence is the study of computer to simulate some of the human thinking process and intelligent behavior (such as learning, reasoning, thinking, planning, etc.) discipline, mainly including the principle of computer intelligence, the manufacture of computer similar to human brain intelligence, so that the computer can achieve a higher level of application.

At present, there is no unified standard for the definition of artificial intelligence. Professor nelson of the famous artificial intelligence research center of Stanford university in the United States has defined artificial intelligence as follows: "artificial intelligence is about the subject of knowledge -- how to express knowledge and how to acquire and use knowledge. "Artificial intelligence is the study of how to make computers do intelligent work that only humans could do in the past," said professor Winston of the Massachusetts institute of technology. These statements reflect the basic ideas and contents of artificial intelligence. That is to say, artificial intelligence is the study of the law of human intelligence activities, the construction of artificial systems with certain intelligence, the study of how to let the computer to complete the past requires human intelligence to be competent for the work,

that is, how to apply computer hardware and software to simulate some of the basic theory of human intelligence behavior, methods and technology.

2.2 Brand marketing

In the research on artificial intelligence, the research on the combination of artificial intelligence and marketing mostly stays at the level of current situation description and case analysis. Ding(2016) took baidu as an example to discuss the value of artificial intelligence for the brand. He believes that artificial intelligence brings new marketing value to the brand, and the application of artificial intelligence in scene marketing can help improve user value. Gu(2016) combined artificial intelligence with brand in this paper, and proposed that artificial intelligence would promote the development of "brand intelligence", and that brand would evolve from the previous intelligent stage to the advanced intelligent stage. The intelligence of marketing activities is reflected in three aspects: the optimization of marketing data collection and processing mode by artificial intelligence, the provision of personalized marketing strategy by artificial intelligence, and the change of advertising mode by artificial intelligence. From the perspective of existing researches on artificial intelligence, most scholars have realized the changes brought by artificial intelligence to marketing, and mentioned that artificial intelligence has improved user experience and value, but no article has systematically discussed it.. Fang (2007) summarized several consumption models: ES table of experience viewpoint proposed by Holbrook; Pine and Gilmore divided the operation of experience into two major components and four types; Schmitt believes that the most important task to give consumers a satisfactory consumption experience is to create different forms of experience for them. Therefore, a strategic experience model is proposed, which divides consumption experience into five dimensions: sensory experience, emotional experience, thinking experience, action experience and related experience. Based on this model, this paper also discusses how artificial intelligence can improve consumption experience.

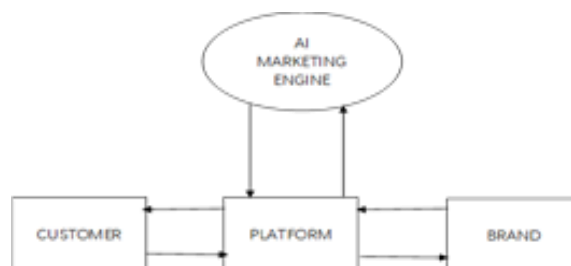


Fig. 1. AI marketing process.

3. FUNCTION OF ARTIFICIAL INTELLIGENCE IN CLOTHING MARKETING

3.1 Accurate screening of push

Content recommendation is one of the common ways of marketing and communication nowadays. With the addition of AI, this mode is like a tiger with wings added. Outbrain, an American firm, USES artificial intelligence to push its content to selected web users who are more likely to read it. This greatly reduces the work of marketers in selecting referrals from the huge amount of feedback, and ensures that the information the company wants to convey will be read by target consumer groups at a high probability. This case demonstrates the intelligent push of existing information, but in fact, the greatest value of the content recommendation function is to automatically push beneficial content that is not planned by the company or even "unknown" at all. This is not difficult to understand, the news media, e-commerce sites now every day according to your browsing history, automatically recommend some articles and goods you are likely to be interested in, and the manufacturer and author of these goods, do not know. In this regard, IBM's artificial intelligence "Watson" has been a senior recommendation master.

3.2 Locate target users

With the help of artificial intelligence, the use of more effective for big data: in an increasingly large and detailed data based on artificial intelligence, have the same or similar habits of consumers are subdivided, groups, and according to the commonness of the community, making more personalized content and more accurate delivery, greatly improve the input-output ratio of the marketing.

3.3 Predict future trends

The use of data mining, machine learning, and artificial intelligence techniques to analyze current data has helped organizations successfully organize activities (i.e., predict sales, optimize marketing, etc.). All these different types of AI are linked together, profoundly changing the way we work every day, and more change is yet to come.

4. APPLICATION OF ARTIFICIAL INTELLIGENCE IN CLOTHING MARKETING

In the field of marketing, three revolutionary technologies of artificial intelligence will greatly improve the marketing effect: data insight technology with accurate prediction and personalized service as the main application scenarios, interactive technology driven by virtual reality and digital voice interaction, and basic technology based on cloud computing, machine learning and neural network.

4.1 Data insight technology -- precision marketing

With the development of big data technology, enterprises and brands can better understand their businesses and improve the shopping experience of consumers by obtaining a large amount of data. In the era of intelligence, the combination of artificial intelligence and big data makes the "dark data" ignored by marketers start to play a role. While accelerating the development of personalized services, consumers' demands can be predicted more accurately.

As one of the top artificial intelligence systems in the world, IBM's Watson owns IBM's Watson, owns the latest consumer-product matching big data technology, and cooperates with many global sales brands to provide products and services. The North Face, an outdoor clothing brand, USES Watson to create a new shopping experience.

4.2 Interactive technology -- new experiential marketing

From the beginning of the era of graphic and text to the era of video, the purpose of marketing is to improve consumers' experience of watching advertisements and accept advertising information more actively by finding new information carriers. However, the combination of artificial intelligence and VR technology has become the biggest magic weapon to attract consumers through the sense of interaction and immersion. With the increasing maturity of VR and artificial intelligence technology, marketing has been pushed to a new stage.

In November 2016, taobao, the largest e-commerce platform in China, launched the Buy+ function in its mobile APP. Buy+ project development goals include:

1)consumers can directly interact with people and objects in the virtual world through the motion capture system.

2)consumers can directly feel the texture of clothes with their hands, and even directly wave to let the model approach, circle and bend down, so that the upper body effect of the clothes will be presented in front of your eyes.

3)as long as a pair of VR glasses, consumers can stay at home in the world shopping.

Consumers call out AI by wearing VR devices, handle operators and ask questions to them. AI forms customer analysis tables by recording relevant data of consumers, including residence time of different brands of clothes, voice and tone, etc., analyzing customers' purchase of clothes and prices and classifying customers. By combining artificial intelligence with VR, Buy+ provides a better experience for clothing selection and pushes the clothing industry into the era of technology marketing.

4.3 Basic technology -- human-computer interaction marketing

Interactive marketing refers to that enterprises make full use of consumers' opinions and Suggestions in the marketing process to plan and design products and serve the market operation of enterprises. The purpose of an enterprise is to produce the products that consumers want as much as possible. However, only by fully communicating and understanding with consumers can an enterprise have marketable commodities. In the process of human-computer interaction marketing, all the marketing methods of manufacturers will be replaced by AI designed, so as to achieve intelligent and specialized marketing. Consumers can through AI equipment in clothing choice in one-on-one dialogue, not just one-on-one service for consumers and fresh convenient consumption experience, through the one-to-one conversational interaction, deepen brand impression in consumers happy to accept, and for the clothing brand labeled as "intelligent".

5. CONCLUSION

Artificial intelligence has penetrated into the marketing field from the computer field. The creative and immersive content and interactive scenes generated by the combination of artificial intelligence and marketing have created better consumption experience for consumers. First of all, the product design has a sense of technology, stimulate the sensory experience of consumers; Secondly, through a series of product design and service to optimize the consumer consumption process, increase the consumer in the consumption of pleasure, improve the emotional experience of consumers; Finally, combine products with artificial intelligence to enhance consumers' thinking and action experience in interaction.

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