



The Research on Chinese Consumers' Acceptance of Oversized Style Advertising

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Abstract. Oversized is a fashion style that means one size larger than normal clothes. Oversized fashion culture contains complex political and social hierarchies. The main content of the survey is the cognition and understanding of the cultural background and connotation of oversized clothing among 16–35 years old. A total of 100 people completed the questionnaire. From the results of this questionnaire, the author can conclude that most people have a very high awareness of oversized fashion styles. However, from the end results, many respondents choose to buy plus size clothing simply because they follow suit. On the other hand, more people believe that among the ads for oversized clothing styles, none of the ads can be remembered after seeing it once. This proves that there is still a lot of room for improvement in the advertising of oversize clothes, and even this kind of advertising can influence more people's desire to buy this fashionable style. The authors believe that the oversized fashion style needs to become a classic design, and merchants can let more young consumers get in touch with this fashion style through different and professional price forms; and make their favorite choices to appreciate the current advertising Novel development. To sum up, although the number of advertisements related to oversized clothing that can be seen is very small, the oversized fashion style is highly accepted, and advertisements of this style will definitely increase in the future.

Keywords: Chinese consumers · Oversized style · Advertising

1 Introduction

“Oversize” is a style of clothing collocation, which means one size larger than ordinary clothes, and the corresponding meaning is: the style of self-cultivation. Oversize was originally a clothing style popular on American streets, meaning loose, oversized (clothes). The keywords on the surface of this kind of clothes are loose, casual, and eye-catching; there are also hidden keywords such as slimming, contrast, and element accumulation.

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Z. Zhan et al. (Eds.): SEAA 2022, ASSEHR 675, pp. 68–75, 2023.

https://doi.org/10.2991/978-2-494069-05-3_10

On the other hand, the history of oversized fashion is full of complicated politics and perhaps a kaleidoscopic range of genders, social hierarchies and races. Oversized or baggy clothes first became popular in the West, around the 1920s, when the end of World War I, women gained the right to vote, and more women started looking for work. At that time, women's freedom was more valued, and women had a higher status in society. According to this environmental factor, many fashion designers, such as Coco Chanel, began to try to design looser clothes, and even make clothes more neutral, get rid of the inherent temperament of women's fashion, emphasize body shape, and dignified tight cut. Oversized fashions hit the street catwalks, a trend borrowed from skateboarding and the early days Hip-hop culture. Kangol, Champion and Timberland, once popular labels for rappers and hip-hop artists of the 1980s and 1990s, are now ubiquitous throughout the fashion industry. Streetwear's most iconic outlet may well be the hoodie, a style that has become a staple of American wardrobes. Even now, almost every hip-hop singer is wearing oversized and silhouette clothes, and the clothing culture in hip-hop culture is almost all based on Oversize. The close combination of hip-hop and trends makes the style of hip-hop singers very popular among young people. Now, the dominance of hip-hop artists in the fashion world is also evident. For example, the current rappers: Travis Scott, Kanye West, are successful people in the fashion industry. Back then, as now, hip-hop artists have a "trend-setting" image. And hip-hop singers' fanatical love for Oversize has also transformed Oversize from a "poor's exclusive" image into a fashionable dressing style overnight.

At the same time, the emergence of gender equality shattered stereotypes of gender hierarchies. As more women began to work and go into business, women were also recognized for their abilities, thereby improving their social status and no longer being an appendage to men. The resulting right to vote for women is also evidence of rising social status. As women became an important part of the social economy, simpler, more work-friendly fashion became more popular. Women no longer need a chance to survive in order to please men, so they no longer limit their freedom to dress according to the stereotypical male aesthetic. Now, in this era of information explosion, the emergence of advertisements and self-media provides a good information to many consumers who are not familiar with oversized styles. Advertising undertakes the responsibility of spreading the brand and is also a bridge to help the brand communicate with consumers. The Oversized style adds contemporary elements to the modern style, which is the embodiment of market development, social stability and cultural diversity. Today's social environment has achieved aesthetic diversity and a high degree of inclusivity. Cultures respect each other and identities become universal. However, with the improvement of people's living standards, people's requirements for beauty are also getting higher and higher. Body anxiety becomes shackles. At this point, most people realize that an invisible hierarchy has been created. This hierarchy seems to correlate with dress size, with slim people being more confident. Many people go on a diet to lose weight, and many people are ridiculed for not being thin enough. Therefore, many influential bloggers hope that they can use their own abilities to appeal to everyone to reduce their anxiety about their bodies. Most of them share their videos or photos of their oversized style clothes on social software, such as Instagram, Tiktok, and Redbook. Oversized styles are unique in this case. It does not give a slimming effect by being tight. It's also possible to stay on the cutting

edge of fashion without being influenced by aesthetic distortions. The idea conveyed by this fashion style is that there is no layering in the size of clothes, and the beauty of different body types is worthy of respect. Finally, as Facebook's metaverse concept leads the huge virtual economy trend, the vision of algorithmic simulation resources will be realized in the near future. Integrating online life into the mainstream lifestyle will greatly promote the dissemination of fashion concepts. They will stand out like never before. At present, many fashion brands have launched virtual clothing services. This fashionable form of using algorithms to simulate resources will reduce costs and prices, allowing more people to access this fashionable form. This means that fashion is not just for the rich. This paper believes that in the near future, they will also break down the hierarchy of money and buildings.

2 Literature Review

Yao Yingna stated in her essay that compared to other Asian countries like Japan and Korea, hip-pop style's introduction to China was relevant late. And because the domestic economic and cultural conditions, the spreading speed was slow [1]. And according to Wang Yinan's study, oversized is the most conspicuous feature of hip-pop style clothes. From the 1990s to the contemporary society, hip-pop style has been popular for around 40 years, and it's even a mainstream style in today's fashion trend. And the popularity of this style is attributed to the promotion of hip-pop music, street dance and skateboard. Under the heading of hip-pop fans, street dance lovers and street basketball lovers, the young all over the world follow to emulate the clothes of the hip-pop style, leading to the prosperity of hip-pop style today [2]. For the younger fashionable people, this style breaks the anxiety for orthodox education. People can wear whatever they want, and express their advocacy to the ideology of freedom, casualness, independence, and loyalty [3]. However, as the development of hip-pop style, the size of hip-pop style became smaller. And the discrepancy between menswear and womenswear were differentiated [2]. Then, oversized style separated from the hip-pop style to become an independent style in the fashion trend. Wang Fan believes that the oversized trend has frequently appeared in the public eye, and dressing up according to traditional aesthetics has long been lackluster. Contemporary young people are gradually seeking their own aesthetic standards. "Handsome" and "personality" are no longer reserved for men, and "slim and stylish" are no longer synonymous with women [4]. As a fashion style, Oversize not only shows the external beauty, but also acts on the inner beauty of the wearer. Clothing should not only look perfect on the outside, but also feel more perfect on the inside than before [6]. For example, in 2005, "Super Girl" Li Yuchun was born, which shocked China and the whole world. She is handsome and neutral, and even appeared on the cover of the American "Time" magazine. Not only does she have a voice close to a baritone, but her appearance is even more difficult to distinguish between males and females. She dresses in a neutral manner, and her unique stage charm is fascinating. She is undoubtedly a typical example of girls' neutralization today, leading the new trend of girls' neutralization. Her popularity can be seen in the popularity of neutral girls in today's society. Times are changing, and people's aesthetic tastes are also changing, which also shows that people are beginning to move based on the standard

of traditional gender expression, and finally start to reflect [6]. And many men and women who promote fashion like to think of themselves as unisex and want to use this as a way to show off their style and uniqueness [4]. Shiyuan Cheng pointed out in her research report that this pursuit and indoctrination is through the production, management, marketing, brand, design and publicity of the fashion industry [7]. The influence of fashion is inseparable from the advertising and fashion concept publicity of various brands. With the development of the intelligent era, the emergence of more media platforms will popularize fashion. People's access to fashion, from traditional magazines, radio, television and social media, authors are exposed to diversified fashion styles in the era of diversification. The concept of oversized fashion has also been widely recognized in this process. In analysing the fashion communication mode in the era of we-media, Qian Wang mentioned that the dimension of data and behaviour path can have an insight into the psychology of consumers [8]. In this regard, it is not difficult to find that consumers' understanding of the concept of fashion is basically based on their trust and pursuit of hot information. With the change of the times, the trend is constantly changing, the renewal frequency of clothing is accelerating, and people's acceptance of clothing is becoming more extensive. When most fashion styles continue to appear in strange forms in the circle of fashion trend to obtain attention, oversized is a fashion element integrating daily outfit and fashion wear. With the prevalence of the Internet trend, clothing advertising is no longer limited to the plane. Dynamic display can better show the clothing modelling characteristics in advertising. According to Tongyao Li's research, in dynamic video, most people generally pay more attention to exquisite and textured video for some time [9]. Therefore, the media platform is forward-looking and leading in the development of fashion trends in the 21st century. Shiqi Zhao believes that the emergence of leaders is very important in fashion publicity. Many effective applications of traditional media, new media, stars and online popularity have led to the rapid development of fashion culture [10]. In China, Miyang as a famous actress can be a good example. The imitation effect of actresses' daily clothes after being put on the Internet by fans and people's psychology of pursuing the same style of stars are all the reasons for the rapid popularization of the concept of oversized fashion.

3 Methodology and Result

To know more about Chinese young consumers' opinion toward oversized clothes advertisements and find out the blank of the market, a study of young Chinese consumers' acceptance of oversize clothing advertising was designed and launched for 4 days on the social media. The main topic of the survey is awareness, understanding degree of the background and connotation of oversized clothes, altitude towards advertisements about oversized clothes, and expectation of oversized clothing advertisements. The whole sample size of the survey is 100 people. Because the heading of this essay is about the perspective of the Chinese new generation towards advertisements of oversized clothes, consequently the recruitment criteria are generation Z—people who were born from the middle of 1990s to 2012, including people who were born from 1990 to 1995. Oppor-
tunely, the oldest participants in the survey were born in 1990 and age 32 this year, but the majority of participants were born from 2000 to 2004. Otherwise, the portion of female

and male was strived to be much the same, standing at 52% and 48% respectively. The survey has 14 questions including 2 open-ended questions.

By data collection and integration, there is a considerable amount of useful information that can be used. Between the 100 tested people, most of them have bought oversized clothes in the past, contributing to 88% in the whole sample. And 70% of people have ever watched advertisements about oversized clothes. Therefore, the understanding degree of oversized clothes and advertisements is relatively high between the Chinese new generation. However, in spite that the oversized style is rooted from hip-pop culture, and gradually became an independent style in the past 100 years, so it's a core point in the value of oversized clothing culture. From the outlook of the survey, 34% of people know nothing about the origin and development of oversized style culture. 21% of people know little about it, and 22% of them know partly about it. Merely 11% of participants are awfully knowledgeable about oversized culture and origin. From this point, it can be comprehended that the Chinese new generation's awareness and perception towards the context and connotation of oversized style still stay in a vague even blank stage. There's still a long path for oversized brands to go to enhance consumers' understanding level of oversized style.

If consumers are not attracted by the connotation of oversized clothes, then what makes it a popular trend in China even all over the world? It can be witnessed that the top 3 reasons why participants purchase oversized clothes are following the popular trend, just captivated by the outline of oversized style, and the promotion of celebrities. This conclusion can also verify the previous core that most young Chinese consumers just followed that trend to buy themselves an oversized suit, or they just think it is attractive to wear an oversized T-shirt. This can also be embodied in people's answer to the question "What do you think the oversized clothing campaign should focus on the most and reflect?" 90% of people agree that the design and outline of oversized style clothes show be most paid attention to. The other 2 factors that participants think are important are quality and target audiences. It is clear from this that what consumers most care about is the design of oversized clothes, and that is exactly what they are looking for by purchasing oversized clothes. For brands, they ought to put more effort into promoting more styles of oversized clothes to meet the consumer's first need.

After collecting people's altitude and expectation for advertisements about oversized clothes, it implies that 90% of people argue that current advertisements for oversized clothes can exactly captivated consumers. More than a half participants will choose to keep their clothing matching consistent with advertisements of oversized clothes. Almost 80% of people will purchase oversized clothes if the advertisement can attract them. And the most effective oversized advertisements that be shown to people are by digital channels, including TV ads and bloggers or celebrities' recommendations represent 44% and 67% respectively. From all these data, it is clear that the advertisements of oversized clothes have a crucial role in leading consumers' purchasing inspirations and behaviours. And the popular way of promotion is by digital platforms.

Lastly, after asking people for an open question "do you have any advice for oversized clothes?", 66 pieces of advice were presented. To sum up, there are 4 main cores that consumers think can be modified and paid attention to and can be taken by brands. First, the style and design of oversized clothes can be more innovative and various. More sizes

can be taken when manufacturing oversized clothes. Second, the marketing techniques can be more multiple, increase publicity, and make precise audience targeting. Third, the price should be accurately controlled to avoid overpricing. Fourth, the model used in the advertisement should not only be slim, but there should also be people of all shapes, sizes, and styles.

4 Discussion

From the survey results, the acceptance of oversized fashion style itself is very high. However, many respondents said that their purchase of oversized clothing is only because they follow the trend, and most people said they do not know the history of oversized fashion style. According to the product life cycle of the audience acceptance of fashion products, at present, oversized fashion has reached the peak of product acceptance. If the designer does not find a suitable way to transform from trend fashion to classic design, the oversized style will soon face a decline of acceptance and recognition. The premise for a design to become a classic design is to let people know it better and love the fashion charm it brings, rather than blindly pursuing the trend. Advertising is the best way to improve consumer recognition in a short time. From the perspective of sociology and cultural research, fashion culture shows a trend of popularization and penetration in the mass society only after it is combined with capital and mass media. In this research, the vast majority of people said that the role of advertising in guiding consumption is practical and feasible. However, there are still many people who are not sure whether they have seen the advertisements about oversized clothing, and put forward that there are no unforgettable classics in the current advertisements for this fashion style, which means that the advertisements of oversized clothing still have great room for improvement in forming memory points between users and viewers, and there is already a gap because there is no guidance of classic advertisements. Therefore, there are four feasible schemes that can help the oversized style advertising carry out effective publicity and promotion, so as to turn this fashion style into a classic design and prolong its fashion life cycle.

Companies related to oversized style need to improve their brand influence, strive to be industry leaders and fill the gap in the advertising market. At present, oversized related advertising depends on the recommendation of fashion bloggers or celebrities. Each advertising launch means huge expenditure. Therefore, advertising cannot be launched continuously, resulting in carefully planned advertisements that often flash past consumers and have no chance to be remembered. However, neither bloggers nor celebrities can continuously promote the same product. Therefore, when new products are promoted, the advertisements about oversized have been forgotten by the consumer groups. Therefore, the fashion industry has long relied on celebrity recommendation to achieve advertising purposes, so it needs to change. Therefore, the company can conduct self-publicity, register accounts only belonging to the company on major media platforms, and continuously improve consumers' understanding of the brand by clarifying the brand image, so as to improve the purchase rate. The advantage of self-promotion is that it can strengthen the direct communication between the company and customers, and customers can privately write to the accounts of fashion companies on social media platforms to put forward opinions and comments on their products. A company with a

good brand image will naturally improve its product acceptance. Therefore, the main purpose of brand publicity is to enhance consumers' self-image.

The common feature of the fashion industry is that it generally focuses on the high-end user group, so it chooses to give up the civilian advertising form dominated by TV advertising. Different from other fashion trends, oversized's main selling point lies in its daily and casual nature. People can choose oversized types of clothes on various occasions. Therefore, oversized advertisements also need to be put on various platforms instead of focusing on high-end luxury fashion. Expanding the audience can help oversized get more and wider customer groups, so as to improve the acceptance of the whole fashion style. To be specific, oversized style can increase exposure through large-scale advertising. The user group can be popularized and popularized through TV media; Paper media to expand the age range of the audience; Join radio and other advertising forms to make the main audience no longer stick to women, but really achieve a popular fashion style.

With the advent of the intelligent era and the decentralization and fragmentation of user attention and communication environment, it is more and more difficult to have a program or a channel to harvest the attention of the vast majority of users. Therefore, the oversized style can choose to keep up with the trend of short video and design the advertisement as a form that can be remembered in a short time; Moreover, at present, the function of real-time live broadcasting has been opened in many social media platforms. Brands can form a direct price game between consumers and brands through price war. Under the condition of a large number of transactions and ensuring profitability, they can reduce the price through bargaining power, so that consumers can think that they have bought value-added products at a cheap price, and this product can be purchased at such a cheap price only through this channel. Finally, as Facebook's metaverse concept leads a huge trend of virtual economy, the vision of algorithm simulation resources will be realized in the near future. Integrating online life into the mainstream lifestyle will greatly promote the dissemination of fashion concepts. They will stand out in an unprecedented way. At present, many fashion brands have launched virtual clothing services. This fashion form of using algorithms to simulate resources will reduce costs and prices, and enable more people to come into contact with this fashion style. This means that fashion is not just the patent of the rich. Such a novel form itself is an advertisement, which can bring greater traffic and commercial benefits to oversized fashion.

With the development of fashion industry, a country's fashion style and fashion voice have become one of the symbols of national soft power. From its origin, the oversized fashion style is the product of social and cultural equality and diversity. It symbolizes freedom and freedom from bondage. Such a metaphorical meaning represents the openness of the national culture. Therefore, it is likely that the overall industry can be better developed under the condition of capital recognition by connecting with the national image. For example, China attaches great importance to Chinese traditional culture. Oversized can try to combine modern fashion and Chinese culture to make its advertising symbolic and characteristic, and become its very main selling point. When a product is associated with the national image, it already conforms to the feature of classic design.

5 Conclusion

To sum up, the number of advertisements related to the oversized fashion trend is not rich at present, but due to the high acceptance of fashion style itself, the advertising gap can be filled in just around the corner. In order to effectively publicize and promote the oversized style advertising, so as to turn this fashion style into a classic design, businesses can use the forms of price war and specialization to give more consumers the opportunity to contact this kind of fashion; And make ethical choice to support the development of science and technology.

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