



A Study of Consumption Intentions in Fashion E-zine Design

-Take Vogue for Example

Xiang Wang*

Cardiff Business School, Cardiff University, Aberconway Building, Colum Drive, Cardiff, CF10 3EU, UK

*wangxiang202308@163.com

Abstract. Fashion e-zines, as an emerging way of accessing consumer information, have received widespread attention in today's digital era. This study used SPSS analysis and other methods, aiming to explore the impact of fashion e-zine design on consumption intention. The results of this study show that fashion e-zines have high credibility and attractiveness in providing fashion information and trends, and personalised recommendations and interactive communication functions also play a positive role in promoting consumers' purchasing decisions. However, Consumers' willingness to spend on fashion e-magazines varies somewhat, which are related to individual consumption preferences, usage habits and digital literacy levels. Fashion e-zines still need to be optimised in terms of content quality, recommendation algorithms and user experience to increase consumers' willingness to consume fashion e-zines. The study shows that the design of fashion e-zines has a positive impact on consumption intention.

Keywords: fashion e-zine, interior design, exterior design, interaction design, consumer wishes

1 Introduction

Under the digital environment, the new publishing method combining digital technology and publishing has developed rapidly in ten years and is increasingly squeezing the survival space of the traditional publishing industry. Traditional magazine groups at home and abroad are actively seeking digital transformation in terms of information dissemination methods and enterprise organisational structure, etc. Vogue, as a leader and a wind vane of fashion periodicals, is one of the world's pioneers of digital transformation [1]. VOGUE focuses on innovation and aesthetics in its design, attracting fashion lovers around the globe with its unique style and high-quality content, and its external, internal, and interactive design aims to provide a high-quality digital reading experience comparable to that of the paper version of the magazine [2]. This paper aims to synthesize and examine readers' research on the

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design of fashion magazine e-zines on consumption intention, which is useful for the development of similar fashion e-zines.

2 Literature Review

Mediatization has had a profound effect on the fashion industry and it is due to media shaping that fashion is created [3]. Readers' activities, interests, opinions, and demographics influence readers' lifestyles and tastes, and readers choose to use the medium of fashion magazines based on perceptions, experiences, and cultural factors with different meanings [4]. The fashion magazine cover is an image symbol rich in cultural consumer meaning that subconsciously influences readers [5]. The layout content of fashion magazine e-publications highlights the fan economic attributes of fans and lays the prerequisite for fans to create economic benefits [6]. Fashion magazine layout design should pay attention to two visual elements, the grouping of words and reading comfort [7]. At present, the design of fashion magazines is mainly based on local research, less involved in the study of holistic design. Willingness to buy is the probability of consumers' inner tendency to buy a specific product, influenced by consumers' internal factors and external environment of the goods, and it is an important indicator for assessing customers' purchasing behaviour [8].

3 Questionnaire

Based on the impact of e-journal design on consumer reading, a questionnaire was used to draw conclusions from the user's perspective and ultimately for the study population. A Likert scale is used to explore readers' psychological perception of the design of fashion magazine e-journals when reading them. The framework of factors related to the study of fashion e-zine design on consumer willingness is collated, and three primary factors, namely external design, internal design and interaction design, and several secondary factors, such as screen size and dimensions, page-turning method, and cover colour matching, are finally obtained.

The questionnaires were randomised, with a valid sample of 101. According to the survey sample, women accounted for 73%; age between 30-39 years old, accounting for 48 per cent of the data statistics, followed by between 20-29 years old, accounting for 36%; education college undergraduate as well as postgraduate and above, accounting for 87% of the population; monthly income of more than 5,000 yuan or more accounted for 75% of the population. The results show that the main user profile of fashion magazine e-zines is young women with upper income, higher education and aged 20-39.

According to the results, 62.83% of the respondents said that reading fashion magazines and e-zines has a certain degree of influence on their fashion sense, which indicates that reading fashion magazines and e-zines plays an important role in enhancing one's personal fashion awareness and understanding of fashion trends. 53.85% of the respondents will have the urge to buy when they see the display of the purchasing frequency of the fashion magazine and e-zines, but 25.64% of the re-

spondents basically won't There are some differences in consumers' frequency of use and satisfaction with fashion e-zines. The main reasons for purchasing fashion magazines and e-zines are love of fashion, wanting to learn about dressing and photography skills, which accounted for 55.18% of the survey results. Purchasing fashion magazine e-zines can help people get fashion inspiration, learn how to dress and shoot, and thus improve their fashion taste and skills. The main purpose of reading fashion e-magazines is for leisure and entertainment and learning knowledge, which accounted for 79.31% of the survey results, indicating that the majority of people choose to read fashion e-magazines for relaxation and acquiring knowledge about fashion. 72.84% of the respondents believe that reading fashion e-magazines is more convenient and has a better interactive design than paper magazines. 56.9% of the questionnaire survey results show that the main motivation for using fashion 56.9% of respondents indicated that the main motivation for shopping with fashion e-zines is to get fashion inspiration and trends. This trend reflects the importance and influence of fashion e-zines in the modern shopping experience. The most important functions and features that should be added to fashion magazine e-zines are more fashion news, fashion shopping guides and fashionista sharing. These functions and features accounted for 90.12% of the questionnaire results.

4 SPSS Data Analysis

4.1 Reliability Analysis

The reliability coefficient value is 0.997, which is greater than 0.9, indicating a high quality of reliability of the research data. For the "CITC value", the CITC values of the analysed items are all greater than 0.4, which indicates that there is a good correlation between the analysed items, and also indicates that the level of reliability is good. The data reliability is of high quality and can be used for further analyses.

4.2 Validity Analysis

The value of commonality corresponding to all the research items is higher than 0.4, which means that the information of the research items can be extracted effectively. The KMO value is 0.949, which is greater than 0.6, and the data can be extracted effectively for information. The values of variance explained for the five factors are 40.955%,30.558%,13.279%,10.742%,1.211%, and the cumulative variance explained after rotation is 96.745%>50%, which means that the information content of the research item can be extracted effectively. The absolute value of the factor loading coefficient is greater than 0.4 means that there is a correspondence between the option and the factor.

4.3 Correlation Analysis

Table 1. Person correlation analysis

	average value	(statistics) standard deviation	consumer sentiment	Fashion magazine ezine exterior design	FashionMagazine E-Publication Interior Design	Interactive design for fashion magazine e-zine
consumer sentiment	0.910	2.118	1			
Exterior design	0.800	2.094	0.932**	1		
Interior Design	0.920	2.130	0.959**	0.923**	1	
Interactive design	0.830	2.070	0.966**	0.952**	0.964**	1

* p<0.05 ** p<0.01

From the table 1, it can be seen that there is a positive correlation between willingness to consume and three items: external design of fashion magazines, internal design of fashion magazines, and interactive design of fashion magazines.

4.4 Regression Analysis

Table 2. The results of the fashion magazine e-publication if analysed using the following external design/linear regression (n=100)

	Unstandardised coefficient		Standardised coefficient		Covariance Diagnostics		
	B	Standard Error	Beta	t	p	VIF	Tolerance
a constant (math.)	-0.004	0.057	-	-0.072	0.943	-	-
Format to match screen size	-0.000	0.116	-0.000	-0.002	0.999	27.236	0.037
The way to turn the page matches the reading habits	0.027	0.138	0.027	0.199	0.842	37.487	0.027
Warm colours cover increase the desire to buy	0.221	0.096	0.231	2.298	0.024*	20.886	0.048
Cold colour cover reduces the desire to buy	0.046	0.066	0.051	0.704	0.483	10.848	0.092
Favourite celebrity on the cover will make you buy it	0.122	0.082	0.124	1.482	0.142	14.424	0.069
Without reading instructions	0.176	0.134	0.197	1.312	0.193	46.526	0.021
Can be purchased by linking directly to third parties	0.518	0.113	0.501	4.592	0.000**	24.557	0.041
Wouldn't buy if cover photo bad	0.215	0.079	0.225	2.727	0.008**	14.028	0.071
Without symbols prompt reading	-0.158	0.148	-0.176	-1.064	0.290	56.512	0.018
Well-designed cover font will grab attention	-0.176	0.108	-0.176	-1.632	0.106	23.844	0.042
R ²			0.957				
Adjustment R ²			0.952				
F			F (10,89)=197.042, p=0.000				
D-W value			2.011				

Dependent variable: ease of willingness to consume, * p<0.05 ** p<0.01

From the table 2, it can be seen that: a warm cover will increase the desire to buy, and the possibility of directly linking to a third party for purchase will have a significant positive impact on the desire to consume; and a poorly photographed cover image will not be purchased, which will have a significant positive impact on the desire

to consume. The cover font design will attract your attention and will not have an impact on the relationship between easy to make people have the desire to consume.

Table 3. The results of the fashion magazine e-publication if analysed using the following internal design/linear regression (n=100)

	Unstandardised coefficient		Standardised coefficient	t	p	Covariance Diagnostics	
	B	Standard Error	Beta			VIF	Tolerance
a constant (math.)	-0.015	0.061	-	-0.248	0.805	-	-
Not happy with the colour scheme	-0.082	0.075	-0.100	-1.084	0.281	16.509	0.061
Brilliant colour scheme	0.348	0.086	0.355	4.044	0.000**	15.012	0.067
Layout design is not reasonable	-0.047	0.108	-0.060	-0.437	0.663	36.756	0.027
Layout is informative	0.324	0.089	0.350	3.624	0.000**	18.142	0.055
The font size doesn't make sense	-0.091	0.090	-0.114	-1.004	0.318	25.253	0.040
Poor typography on inside pages	0.060	0.124	0.075	0.481	0.632	47.371	0.021
More textual content	0.084	0.099	0.099	0.840	0.403	26.902	0.037
Prefer reading pictures or images	0.358	0.094	0.360	3.790	0.000**	17.552	0.057
With background music	0.023	0.073	0.024	0.312	0.755	11.800	0.085
R ²				0.954			
Adjustment R ²				0.949			
F				F (9,90)=206.406, p=0.000			
D-W value				2.124			

Dependent variable: ease of willingness to consume, * p<0.05 ** p<0.01

From the table 3, it can be seen that the interior design of the fashion magazine e-zine pages with bright colours, layout content is rich and relatively fancy if it is also acceptable, more than the text prefer to read the picture or image will be easy to make people have a desire to consume a significant positive impact on the relationship.

Table 4. The results of the fashion magazine e-zine were analysed if the following interaction design/linear regression was used (n=100)

	Unstandardised coefficient		Standardised coefficient	t	p	Covariance Diagnostics	
	B	Standard Error	Beta			VIF	Tolerance
a constant (math.)	0.022	0.057	-	0.386	0.700	-	-
If can feel the touch of material	-0.266	0.154	-0.263	-1.724	0.088	43.032	0.023
Video insertion in magazine inserts	0.352	0.117	0.359	3.007	0.003**	26.467	0.038
No visual, audible or tactile feedback	-0.020	0.094	-0.022	-0.215	0.831	20.103	0.050
How design looks affects reading mood	0.220	0.165	0.217	1.334	0.186	49.189	0.020
Interact in real time with pop-ups	0.039	0.101	0.044	0.391	0.697	23.111	0.043
Reading experience influence next purchase	0.156	0.145	0.157	1.082	0.282	39.140	0.026
Interaction enhances reading interest	0.505	0.126	0.494	4.016	0.000**	28.015	0.036
R ²				0.950			
Adjustment R ²				0.947			
F				F (7,92)=251.793, p=0.000			
D-W value				2.049			

Dependent variable: ease of willingness to consume, * p<0.05 ** p<0.01

From the above table 4, it can be seen that the interaction design of the fashion e-zine magazine insert video, interaction can enhance reading interest will be easy to

make people desire to consume to produce a significant positive impact on the relationship.

5 Conclusion

This research embodies correctness and innovation. In terms of theoretical innovation, the study focuses on the impact of fashion e-journal design on consumer willingness, and discusses the design of e-journals in terms of content demand, cognition, and emotional sentiment of consumers' willingness to buy. Meanwhile, the study examines the design of electronic journals in the current digital context from a systematic and global perspective, which provides insights into the digital transformation of similar journals, and emphasises the impact of the external design, internal design and interaction design of electronic journals on readers' reading psychology.

Fashion e-publication design can have a positive impact on consumption intentions. Fashion e-zine design can make use of technologies such as 5G and VR to provide users with diverse interactive experiences. Consumption intention can be further stimulated through interaction with readers, such as providing personalised recommendations and instant feedback. Fashion e-publication design should focus on providing high-quality content to increase readers' knowledge and interest in fashion products. Providing valuable fashion knowledge and shopping advice can build readers' trust in the publication, which in turn increases their willingness to buy. Using user data and artificial intelligence technology, fashion e-publication design can provide personalised recommendation services. Personalised recommendations can increase the user's stickiness to the publication and increase the frequency of reading and purchasing. Fashion e-zine design can promote interaction and communication between readers through social media integration and user comment functions, increasing readers' identification and desire to buy fashion products. These insights can help designers and publication operators to better meet readers' needs and increase the influence and commercial value of publications.

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