

Consumer Intention and Marketing Strategy of the Network Custom Clothing Research

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Abstract—The purpose of this article is to understand personalized consumer demand of apparel e-commerce. The paper introduces the main technical of network custom clothing, and qualitatively analysis problems in the characteristics of segment market consumption, the habits of shopping online, the demand for motivation and the custom expectations of individual segments. According to the descriptive statistical analysis, design enterprise's marketing strategy.

Keywords—network custom clothing; personalized; consumer intention

I. THE NETWORK CUSTOM CLOTHING ANALYSIS

A. Network Custom Clothing Background

Shopping online for clothing accounted for 26.9% of the market in 2012. With the per capita disposable income growth, the apparel industry retail sales growth, and the rapid development of e-commerce, network custom clothing market has a strong development space. Personalized style diversification became more variety, small batch production mode has been unable to fully meet the individual needs of consumers.

Network apparel mass customization is still the focus of research at home and abroad. Toshiba Company has successfully developed a computerized fitting system; U.S. garment industry associations to prepare large cities in each country to establish electronic tailor fitting booths. Heng Yuan Xiang Group and Dong Hua University research group build China's first male body database in five-year partnership, and lay the foundation for the full implementation of electronic tailor production system. Existing network custom clothing company in China as below: Draw men, Ploceus, Giuseppe, Iword, YKSUIT, Moha and so on.

B. Network Custom Clothing'S Characteristics

"Apparel industry commonly used standard assembly in China" defines the concept of custom clothing as follows: custom clothing is according to the amount of personal body size, sheet cutting, then finished. Network custom clothing is based on apparel e-commerce technology, networking technology, clothing virtual reality technology, advanced production system, to build a high value-added network of

clothing custom system tailored, shopping online, virtual fitting clothing personalized, customer-oriented. Network custom clothing process is slightly different from the handmade custom. (see figure 1)

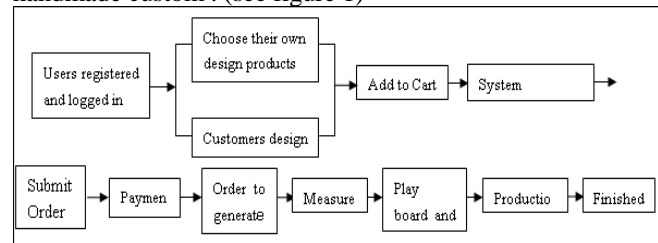


Figure 1. Network custom clothing process

Network custom clothing's mainly technical support:

- Obtain customer information: the body reminds measurement technology, e-commerce platform European Master in the amount of body custom software, VSD three-dimensional simulation of dressing and so on.
- Computer integrated manufacturing technology: CAD / CAM garment design, CAPP computer-aided process design, and CAQ computer-aided quality management.
- Supply Chain/Information management: outsourcing technology, RFID / EPC and other objects networking technology[4], CRM customer relationship management system, the FMS document management system, MIS management information system.

The network custom clothing's features[3]:

- Apparel products personalization features. Each customer product requirements based network platform and choose to customize, select different products with unique, personalized features.
- High-quality high-tech features. Computer and network technology, timely, efficient features in addition to the goods and improve the quality of goods.
- High price characteristics. On time of the high-tech, fast and product innovation, reduce the risk of purchasing decisions, increased the value of the products.

- "One to one" service. Based on the customer database, corporate department deep understands of customer expectations, attitudes and behavior, to establish and maintain effective synergies with in order to improve and quickly provide customers with services.

II. NETWORK CUSTOM CLOTHING'S CONSUMER PSYCHOLOGY AND CONSUMER GROUPS

A. Network Custom Clothing's Consumer Psychology Analysis

With the change of the structure of consumers and consumers' attitudes, and the level of technology was raising, shopping online and credit card spending will become a mainstream consumption patterns.

- Social class analysis: the middle-income group carries more social significance and the concept of culture, the formation of leisure to enjoy consumption, and social achievements of consumption. Which exposure to new things and have the spending power, they're the main consumer of the network custom clothing at this stage.
- Consumer's lifestyle analysis: different styles of clothing optional on the formation of market segments are with lifestyle colors. White-collar employees buy more suit, fashion class is to the pursuit of fashion limited edition, simple leisure groups always focus on comfort clothing, and groups to participate in a formal setting is to custom evening dresses.
- Consumption of the main personality traits: confident people prefer fashionable style or purity color or business clothing, independent / dominant character custom will actively participate in the usual style of dress the network custom clothing, obedient people are willing to listen to the views of the designer, and conservative people will choose the simple business style.

B. Custom Clothing Consumer Groups

Through the above analysis, the middle class with strong purchasing power and similar lifestyle. Students are shopping online frequently and want to try new things. There is a greater interest in the clothing for them. Although they do not have a high income so that it limited spending power, in the next few years they will be possible to have the characteristics of the middle class, and become the target consumer groups. Meeting the network custom clothing consumption needs of the target group is to understand their lifestyle, needs motivation, custom expectations. (Table 2-2)

TABLE I. THE PSYCHOLOGICAL CHARACTERISTICS OF THE DIFFERENT SUB-GROUPS

	<i>Social class</i>	<i>Lifestyle</i>	<i>Personality characteristics</i>
Avant-gardes	Private sector intellectuals, self-employed persons, media middle class	Fashion preference; the contact visual media and more network;	80,90, the pursuit of new, dare to try; positive goal, the concept of opening up;
Charming	Professional managers, IT personnel, civil servants, senior grade teachers and other middle-class	Concerned about the quality of clothing, and the pursuit of personalized clothing	70,80, simple and status-conscious, with a sense of responsibility
Type with special needs	Public figures, sports stars and other middle-class	To attend the high society places concern; focusing on special protective clothing use	Outstanding acting talent or skill pursuit of individuality and their own influence;

TABLE II. NETWORK CUSTOM CLOTHING MARKET SEGMENTATION VARIABLES

Segmentation variables	<i>Detail</i>
Geographical background	Country, region, city, population
Cultural background	Age, occupation, education level
Psychological variables	Social class (occupation), lifestyle (frequencies of online shopping cash on delivery), personality characteristics (demand preference)
Behavioral variables	Pursuit of interests (whether concerned about the price), and loyalty (brand loyalty), ready attitude (the level of interest, come to measure attitudes)

The American Humanistic scientists Maslow's "hierarchy of needs" the needs of the people divided into five stages, abundant material wealth in the digital age, more and more people are to the pursuit of social respect demand, and even self-realization needs .The following is from the psychological level of social class, lifestyle, personality characteristics of qualitative analysis of online custom clothing consumer groups. (Figure 2-1)

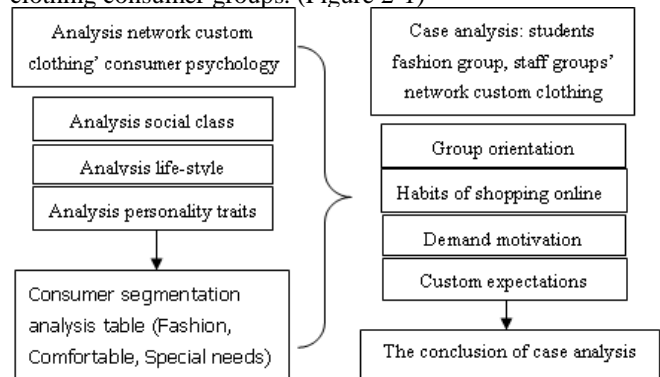


Figure 2. Network custom clothing group analysis

III. THE NETWORK CUSTOM CLOTHING CONSUMER INTENTIONS SURVEY RESEARCH

The survey is to analyze the target groups, consumer groups' motivation and custom expectations, so as to provide network custom clothing marketing measures. The questionnaire is divided into basic consumer demand preferences and lifestyles and buying behavior of three parts. Research by intercepting network custom clothing consumers may choose to conduct a survey issued a total of 385 questionnaires were distributed to recover 385, 378 valid questionnaires. At the same time, the owner and the crowd who do not support network custom clothing has been interviewed. The following is a descriptive analysis of the research.

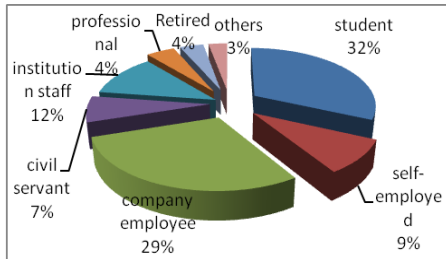


Figure 3. The sample's occupational structure

The research suggests that 52% of the customer population is in the 20-30 years of age, the common academic qualifications are university graduates. is A high proportion of students and company employees in the career span of the survey population, as shown in Figure 3, which are the society of the upper middle class and may become the upper middle class in the future, and they have the clothing requirements, are eager to show themselves, and pursuit the value and the personalization of clothing.

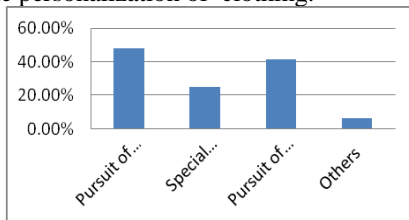


Figure 4. Network custom clothing custom Objective to analyze the map

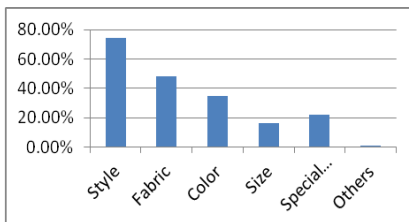


Figure 5. Network the clothing custom's expectations

Consumer groups have more pursuit of the clothing fashion, focus on style design shows in Figure 4, 5. Followed by a high standard of living, some concerned about the quality of clothing crowd, have the pursuit of clothing comfort, and expect custom fabrics. About 1/3 of the

population custom styles, and also expect customized color, size.

A. Network Custom Clothing Staff Groups Consumer Intention

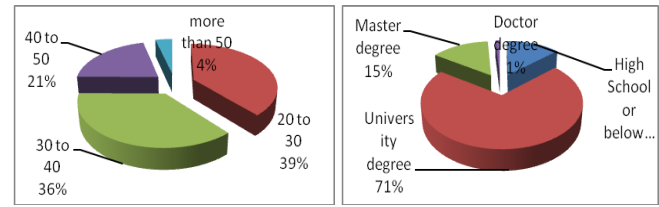


Figure 6. The sample's age and education

The main consumer groups of civil servants, company employee, institution staff in sample was 181 people. The qualifications of the staff groups generally at a university graduate and above, as shown in Figure 6, which has a modern educational background, good operation and accept the network custom clothing process, good guide consumers to shop around.

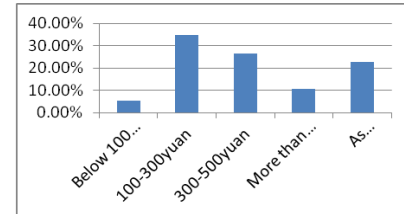


Figure 7. Amount of consumer credit of each online shopping

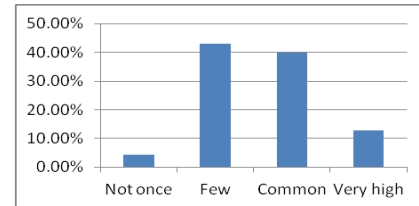


Figure 8. Weekly frequency of shopping online

Figure 7, 8 shows that staff groups in a single online shopping consumer credit is generally more than 100 Yuan, 300-500 Yuan and 500 Yuan accounted for 36.52% of select groups as the case may also include higher amount of consumption. Survey generally every week to participate in online shopping, some high-frequency weekly shopping. Visible, staff groups with strong spending power.

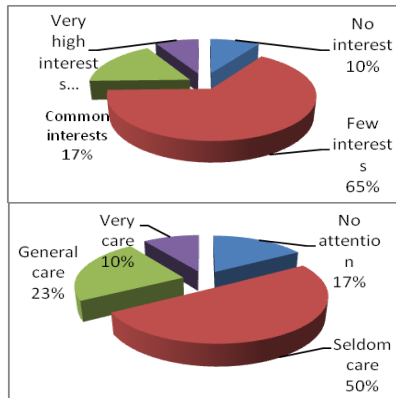


Figure 9. The interest and brand attitude of staff groups in customized network clothing

The network custom clothing at an early stage, from design to finished product, consumers custom clothing sensory contact, and thus minimal interest; due to the low interest product category online custom clothing brand, Staff consumer groups customized network clothing brand gets little attention, as shown in Figure 9.

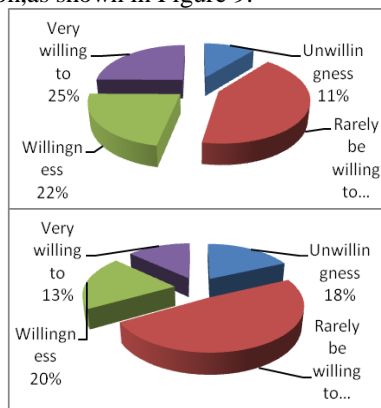


Figure 10. Staff groups' attitude about cash on delivery and door-to-door measurement

Figure 10 shows, 42% of consumer groups rarely use cash on delivery, reducing the risk of cost. 47% of the groups are willing, very willing to use cash on delivery, can reduce the risk of the customer's purchase. Come to measure occurred during the day, in conflict with the working hours of the staff, they are seldom willing to choose to come to measure.

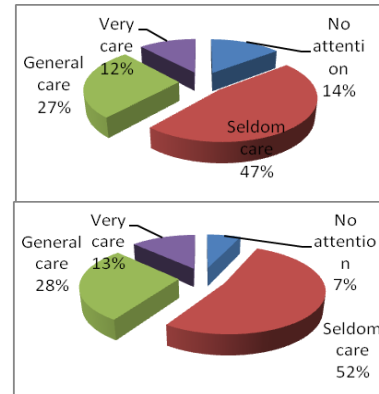


Figure 11. Staff groups' attitude about the logistics brand and prices

Due to logistics enterprises didn't differ significantly in terms of speed and services in Jiangsu, Zhejiang, consumers' brand awareness is not strong, so the logistics brand gets little attention, and there are extremely concerned about the logistics brand groups, but the price of the production, as shown in Figure 11.

B. Network Custom Clothing Comparative Analysis of the Different Groups of Consumer Intentions

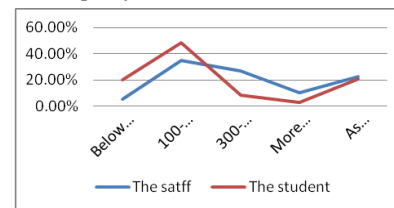


Figure 12. Comparative analysis of the single amount of online shopping

The amount of consumption of the student population from the limited cost of living is generally lower than the wages of the staff, the purchasing power of less than staff groups. So that in 300-500 Yuan consumer credit, the spending power of the staff was significantly greater than the group of students, as shown in Figure 12.

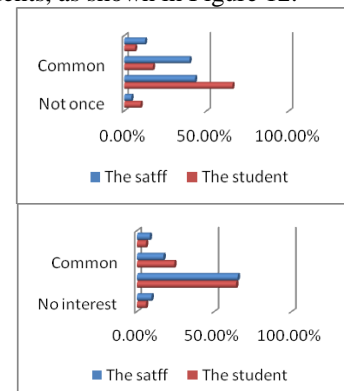


Figure 13. Comparative analysis of online shopping frequency and network interest in clothing

Figure 13 shows, shopping frequency of the student population is generally lower than the staff group, 6.67% of the student population high frequency of online shopping,

spending power, a high degree of love of clothing. Basically same with staff groups and minimal interest in custom network clothing.

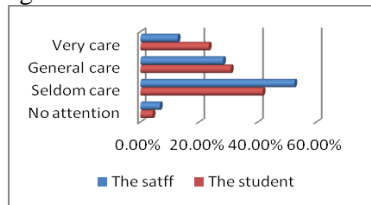


Figure 14. Comparative analysis of the network clothing prices

The students are more concerned about the price, as shown in Figure 14. Online shopping frequency, relatively high spending power less part of the group may become a potential consumer group's network custom clothing.

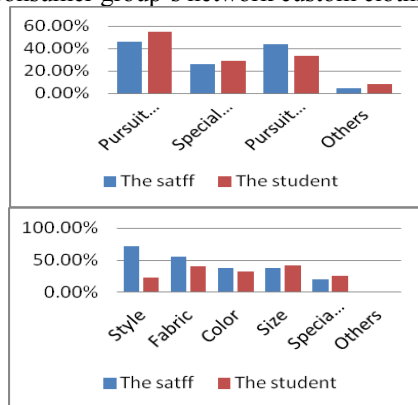


Figure 15. Comparative analysis of purpose and project

Figure 15 shows the students' sense of novelty, relatively high fashion; staff groups, having a more stable income and family life, a relatively high proportion of the pursuit of clothing comfort, are biased in favor of custom styles and fabrics.

Above all, on the groups positioning, the main consumption group is 20 to 40 staff group, subdivided into special groups demand, pay attention to quality, the pursuit of tide, companies can provide all-round marketing strategy. First, for online shopping habits, staff shopping online frequency in a week or shorter cycle, in which consume a high percentage of 300-500 Yuan. They seldom used cod of shopping online, seldom care about logistics brands. Enterprises should speed up custom reflect, provide service of cash on delivery and avoid door to door measure, so as to improve customer satisfaction measurement. Moreover, for needs motivation and custom expectations, staff groups in pursuit of fashion and comfort, there is the highest percentage of expecting custom styles and fabrics. And about a third of the population expected to double custom item. Students pursuing fashion more, care about the price, and no obvious difference care between the customize project

IV. DESIGN NETWORK CUSTOM CLOTHING ENTERPRISE'S MARKETING STRATEGY

A. Enterprise consumer groups and product positioning

- Network custom clothing's target group is between 20-40 years-old-middle class, mainly for white-collar, intellectuals, managers, medias who are easy to accept new things, adapt to the new way of life, so the network custom clothing business better communication infrastructures. The student population is positioned as a potential target groups.
- Price positioning is generally between 100-500 Yuan, a small number of pricing is more than 500. Product design is mainly for fashion style, comfort for secondary; custom project is mainly for style design, adding to the design of the fabric, color, size. The custom is mainly for categories uniforms, at the same time it also provided casual fashion, Evening, designer limited edition design, special personalized self-design categories.

B. According to Online Shopping Habits to Improve Customer Satisfaction Strategy

- Providing Cash on delivery services to attract consumers; establishing designated Dressing Pavilion, in this way they can accurate access to customer data and provides the possibility of fitting and at the same time, it can build long-term database to improve the follow-up custom speed and ease.
- The frequency of online shopping is generally in a week or even a short time, custom business should try to increase the reaction rate to meet consumer shopping habits. The enterprises can based on the order database and apply the modern technology to form the large-scale production.
- Implementing the Internet advertising strategies is to increase the attention of the business and increase brand awareness, while helping consumers understand the process of network custom clothing.

C. Multi-Faceted Custom Marketing Strategies

Different products, different sub-groups, caused customized in different ways.

- Cooperative customization: When customers are not familiar with the customization process and the product structure is relatively complex, D2C mode can be used to increase the opportunity of communicating between designers and the consumers to introduce its feature performance and reach consumers at the fastest speed. For example: groups who are pursuit of unique or special occasion clothing, special body needs.
- Adaptive Customization: when customer participation is relatively low and pay attention to the comfort and the fit of the clothing, enterprises should pay attention to the choice of fabric design, it should produce according to the different occasions or select form of assembly clothing elements. For

- example: the 70 and 80 generations middle-class consumers in the institutions who are simple and focus on the identity.
- Independent design: When the customer focus on fashion and clothing simple structure, for more assertive customers can choose independent design. For example: the 80 and 90 generation of company staffs and those private sector senior intellectuals who are pursuit of new, positive goal, and have the open concept .

D. *College Students' Network Parity Strategy Tailored Business Attire*

- Graduate students have less career apparel, and entity brand shop's price is high, the enterprise can tailor business attire to the graduates, commissioning the business wears which are fashionable, high-quality fabrics, color stable and personalized style. And price is lower than the entity shop, about 300 Yuan or so. Training the student who are shopping online frequency and consumption ability are higher, become stable customers of network clothing customization.
- Customers generally don't care about the logistics brand in Shanghai, Jiangsu, Zhejiang, the company can choose low-cost logistics in the third party to reduce costs; and provide designated logistics to the customers who care about logistics brand.

V. CONCLUSIONS

Network clothing customization mainly aimed at the middle-class, this paper preliminary complete network clothing custom analysis of consumer psychology and consumer groups, through the investigation and study, you

can understand the consumer shopping habits, needs, motivations, expectations project content etc., this can provide the corresponding marketing strategy for the enterprise . Network clothing custom always is the mainstream form of clothing, but with the development of the digital era, personalized, some groups have been focused on and select network clothing custom lifestyle, clothing custom network industry will be increasingly prosperous.

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