

# Factors of consumers' clothing purchase behavior and brand marketing strategy

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**Abstract:** The clothing industry is a traditional industry. In the process of development for many years, its marketing mode has gradually matured. In the new era, clothing brand marketing focuses more on carrying out marketing activities from the perspective of consumers. Enterprises carrying out brand marketing from the perspective of consumer behavior have developed to a certain extent. However, the brand marketing activities in the garment industry based on consumer behavior are still in the exploratory stage. Therefore, the exploration in this aspect has an important impact on the development of garment enterprises and attracting consumers. The core of marketing is always guided by the needs of consumers, because there are unique laws in the purchase behavior of different consumers. In order to fully and accurately reveal the factors of consumer behavior, we need to deeply study consumer purchase behavior from all angles. On this basis, this paper focuses on the analysis of consumer behavior factors, combined with the actual situation, puts forward the strategy of brand marketing for garment enterprises, and provides reference suggestions for the brand marketing of garment enterprises.

## 1. Introduction

At present, there are many researches on consumer behavior, and there are also many achievements in studying brand marketing theory from the perspective of consumers. These contents can support the development of marketing practice activities of garment enterprises. Clothing is not only FMCG, but also luxury goods. The age and economic levels of consumers involved are different. When analyzing the brand marketing strategy of garment industry, We need to deeply understand the factors of consumers' purchase behavior and put forward more effective brand marketing measures.

## 2. Factors affecting clothing consumers' purchase behavior

The classification of consumers is different from the consumption industry of all walks of life, but consumers are the influencing factors that all walks of life must consider. The clothing industry is particularly important. The number of consumers determines whether the industry can survive. However, consumers' purchasing power and behavior are affected by different factors: income ability, geographical region, social development level and so on. Every consumer is an independent individual. Affected by different age groups, different consumption purposes and consumption needs, they will have different purchase behaviors and abilities. In today's fierce market competition, the characteristics of different consumers and different purchase behaviors are the factors that enterprises pay most attention to. Only from the perspective of consumers and based on the needs of consumers can garment enterprises create brand stickiness and have exclusive customer groups belonging to their own brands.

### 2.1 Consumer differences

Different consumers have different buying behaviors. Theoretical consumers have a strong thirst for knowledge, like to read some clothing magazines and clothing fashion forecasts, have a better understanding of clothing fashion and other common sense knowledge, and pay special attention to clothing comfort. Economic consumers pay attention to the practical performance of goods and believe that wearing fashionable clothes is a waste. Generally, they choose durable and value for money clothes and pursue cost performance. Aesthetic consumers pay attention to the perfection of

clothing styles and have high interest and Cultivation in the decorative performance of clothing. Political consumers pursue career success and power status. The clothes they wear are not only in line with fashion, but also in line with their status and high grade. Social consumers value friendship, treat people warmly, like social interpersonal communication and activities, pay attention to clothing and dress in interpersonal communication, listen to others' evaluation and keep up with fashion, etc. Religious consumers believe in a religion or philosophy, and their clothes are often conservative and simple. Compared with the results of this survey, it is found that economic, aesthetic and social consumers dominate. As most of the respondents are young people, the types of political and religious consumers account for a small number. In order to have a more in-depth and practical understanding of the purchase habits of different clothing consumers, we choose to conduct an online questionnaire survey through questionnaire Star software. The total number of respondents was 120, 32 men and 88 women. There are a large number of investigators aged 15-20, followed by people aged 21-25, and 6 over 35.

Table 1 Channels for consumers to buy clothing

channel	Proportion
Brand store	55%
Go shopping	61%
Taobao online shopping	90%
Purchasing agent	20%



Figure 1 Elements of consumer concern

## 2.2 Sales channels of clothing

With the development of the Internet, more and more consumers begin to buy clothing through physical stores and online channels. Understanding the influencing factors of consumers' channel choice is very important for enterprises to correctly implement channel marketing. Channel marketing is very important for enterprises. More and more enterprises begin to provide products, information or services to consumers through different channels. While communicating with consumers in a timely and effective manner, they provide consumers with more free and convenient ways to obtain services and products, so it also affects consumers' purchase behavior. There are obvious differences in the search convenience, low cost and diversity of network channels. The only advantage of physical stores is that they can provide the authenticity of goods. It can be seen that in the stage of seeking information, the portability of the network has played a full role in many people. As a clothing retail industry, the pace should not only stay on online promotion and offline experience shopping, but should effectively integrate online and offline marketing channels. Only in this way can we significantly improve the efficiency of marketing. In the context of e-commerce, it is very necessary to build an omni channel marketing channel.

## 2.3 Overall social and cultural background factors

With the continuous development of domestic economy, the education level and cultural literacy of consumers are also improving. At present, the number of consumers with secondary and higher

education accounts for more than half of the total number of consumers, and the number of consumers with secondary and higher education online accounts for the vast majority. The higher the education level of consumers, the higher the demand for culture. Whether online or offline, consumers have certain requirements for the brand culture transmitted by commodity brands. Consumers prefer brand culture with a high sense of social responsibility and core values. The negative energy, low taste, insulting nature, malicious eye popping and other information transmitted by the brand culture of goods will greatly arouse the disgust of consumers, thus affecting consumers' purchase of goods.

## **2.4 Emotional factors**

In the process of purchasing goods, consumers have some purchase factors, which come from their interest in goods and pleasure when purchasing, such as good shopping environment, high cost performance of goods, good quality of goods, good service attitude of goods, etc. These can make consumers get a good sense of experience when purchasing goods, so as to stimulate consumers' desire to buy. At the same time, consumers are also affected by the sense of trust when they produce consumption behavior. Whether online or offline, consumers tend to buy goods from merchants with good reputation. Over time, they will become loyal consumers of merchants with good reputation, and will publicize and influence the brand in their own communication circle.

## **2.5 Epidemic factors**

Social activities and living environment have a great impact on people's fashion. Urban life brings people a wide range of circulating images. Following the popularity seems to become a strategy to re create a multifaceted self. Personal life concept includes personal needs, lifestyle and life attitude. Different living environment has a great impact on people's dressing. In order to survive and carry out social communication, we must make our clothes adapt to specific natural conditions and social environment and conform to the fashion trend of clothing. Different people have their own unique social mentality, resulting in different life attitudes, This attitude towards life affects the fashion of clothes. Social group consciousness: social consciousness exists in society, and social consciousness is the ideological basis affecting people's consumption demand. Clothing has practical and social functions. Clothing consciousness in social groups lies not only in the external evaluation of clothing, but also in the usability of clothing and the adaptability of social functions. Social group consciousness and clothing popularity are also interrelated.

# **3. Brand marketing strategy based on consumer clothing purchase behavior factors**

## **3.1 Effective positioning of enterprise brand**

Since the development of the garment industry, there are a large number of enterprises, and some garment enterprises themselves have a certain brand effect and have a great influence on consumers. In the garment enterprises with serious homogenization, in order to get better development, a garment enterprise needs to establish its own brand label in this industry, and this label needs to have a more typical degree of identification. On the basis of paying attention to the corporate culture, it needs to recognize the core content of the brand culture and position the corporate brand. According to the practice of several principles and specific positioning methods of brand positioning, enterprise brand positioning needs to be guided by attracting consumers. Attracting consumers' attention is an important focus, but it also needs to clearly integrate enterprise clothing and business philosophy with the brand to form a profound clothing brand culture, So that consumers can better understand the story of the brand when they understand the brand, so as to strengthen consumers' recognition of the brand.

## **3.2 Online and offline combined marketing**

The clothing industry is a traditional industry, with the support of the "Internet plus clothing" mode, which has emerging markets. The popularity of e-commerce starts with the apparel industry. Most garment industries adopt pure online marketing mode or adopt online marketing mode. However, the disadvantages of the current pure online marketing model have begun to appear gradually. After

online shopping, consumers have more doubts about the quality and after-sales service of online goods. The standard of online goods quality is lack of unity. Consumers think that there are quality problems or color differences in online shopping goods, but businesses do not agree with consumers. There are numerous return disputes arising from this. More and more garment enterprises with certain strength begin to advocate the marketing mode of combining online and offline combination, adopt appropriate promotion and other methods according to the cost of garment production, and advocate consumers' offline experience of online purchase; In addition, we can also use the advantages of online advertising to continuously promote the product brand and clearly improve the brand awareness and influence.

### **3.3 Implement integrated marketing publicity**

Integrated marketing theory focuses on the research of consumers' perception state and brand communication, and effectively summarizes the communication means, resource integration and content integration of integrated marketing into the relationship between "brand and customer". When the integrated marketing publicity method is widely used, garment enterprises can also carry out integrated marketing in combination with the current resources of the enterprise. Effectively combined with the subdivision and publicity of marketing areas, garment enterprises accurately locate the consumer groups on the basis of clarifying their own clothing style and sales situation, clarify the main consumer group areas of their own clothing, and divide the marketing and publicity areas into different target markets according to the consumer group areas.

At the same time, on the basis of integrated marketing, according to the brand value of target consumers, combined with the positioning of clothing enterprises' own consumer groups, subdivide consumer groups, pay attention to the economic differences between the central and western regions, and realize that there are differences in the consumption strength of different consumer groups. Clothing enterprises can divide clothing categories into high-end and medium and low-end categories according to the overall characteristics of consumer groups, High end clothing is the first-class brand of enterprise brand, and medium and low-end clothing is the second-class brand and even the third-class brand of enterprise brand. At the same time, it can also realize the segmentation of brand value according to the consumption habits, consumption ability and aesthetic needs of consumer groups, effectively design the relevant closed-loop keywords of clothing brands, constantly make hot topics on hot search, promote and interact with topics by using fans and pushers, strengthen the activity of topics and events, and let people form the habit of paying continuous attention to topics, Then pay attention to clothing brands.

In the process of integrated marketing, garment enterprises need to actively use new media for marketing. In this activity, they make full use of new media software such as wechat, microblog and app to regularly push new clothes and matching experience to consumers, so as to stimulate consumers' consumption desire with the latest and trendy fashion clothes. In the process of analyzing the characteristics of consumers, the traditional mainstream media and traditional media broadcasting platform and other media with strong communication rate and authority are used to carry out brand publicity, so as to bring the brand authority and high-end, so as to enhance the credibility of the brand in the consumer group.

## **4. Summary**

To sum up, consumer behavior itself has its own laws. For a long time, the research on the behavior characteristics of consumers involves many aspects, and puts forward many marketing strategies according to the behavior characteristics of consumers. As a necessary product for people's clothing, food, housing and transportation, the garment industry, under the background of fierce competition environment and serious homogenization, In order to achieve sustainable development, the garment industry needs to firmly grasp the theory of consumer behavior, adopt consumer oriented marketing strategy, continuously expand the brand awareness and influence of garment enterprises by clarifying brand positioning, determining the market and carrying out integrated marketing, and carry out

promotional activities and service marketing activities according to the factors of consumer purchase behavior, Clearly improve the sales performance of the enterprise.

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