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Study on consumer choice for custom-made clothes in the internet

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Abstract:

In this paper, we analyze the classification and positioning of custom-made clothes in the internet, as well as the influence factors of consumption preference for the custom-made clothes in the internet. In this paper, we put forward that what the consumer choice factors have impact on custom-made clothes in the internet is an interaction between brand and consumer. Brand should be clear the pattern of garment customization and the division of consumer groups are in the internet, and develop the suggestion for consumers to choose their products.

Keywords: custom-made clothes, consumer choice, consumer group, brand culture

1. Introduction

Online shopping is a common network activity in modern people's life. With the development of the fashion industry, consumers are not satisfied with the clothing without personalized wearing. They need express their own personality in order to highlight their own character out of the ordinary in the crowd. How to reflect our personality make our distinctive prominent with wearing popular clothing or to want to have custom-made clothing with corresponding to their own body and expressing their character become good imagination when every consumer buys clothing.

Now consumers demand that clothing is no longer the basic requirements of people's body to wear warm, but its demand has become to correspond to their own body and to desire personalized apparels. Custom-made clothes are produced under such these demands. At the same time, custom-made clothes tend to be popularized with the situation of

improving consumer's consumption ability. It's hard that each person becomes a consumer of custom-made clothes because custom-made clothes have no good technology and display platform. The network will become a custom-made clothing display platform. And then the measurement software determines consumer body. A good experienced tailor has become good technology of custom-made clothes.

2. The classification and positioning of custom-made clothes in the internet

2.1 The positioning of custom-made clothes in the internet

The development of custom-made clothes is not popular since ancient times. Custom-made clothes, act according to actual circumstances for the old saying, represent the symbol of wealth and status in the old age. In modern times, custom-made clothes can be divided into a lot of

kinds, such as suit bespoke, formal dresses customization and wedding garments customization, etc. It can be said that suit bespoke still shows people's wealth and status. But in this case, now consumers have more clear requirements to buy clothing and merchants seek more economic benefits from custom-made clothes. It is inevitable that custom-made clothes have become popular. The economic benefits brought by online shopping have exceeded the income brought by the hypostatic store. What merchants will combine custom-made clothes with the online shopping maximizes economic benefits and puts custom-made in a popular style in the fastest speed at the same time. As a result, custom-made clothes in the internet are integrated under all aspects of conditions. As a precondition for convenient modern online shopping, even if consumers don't want to shop in a brick and mortar store, they hope that they buy both personalized and fit clothing appeared in home. For this reason, today custom-made clothes could be no longer a unique phenomenon on Savile Row, so to speak. They will be reachable popular way of consumption on the network.

2.2 The classification of custom-made clothes in the internet

The classification of clothing can be classified from many aspects and multiple perspectives. However, the classification of custom-made clothes is the way of communication between merchants and consumers, the demand of saving time for consumers' purposeless searching, the reference to the business positioning of consumer groups in the internet.

2.2.1 The classification of custom-made clothes in the internet according to the consumer groups

Brands or enterprises of custom-made clothes have a clear division of consumer groups to make sure that their sustainable income comes from consumers in the internet. For this reason, the first decision of the custom apparel category in the internet is the purchasing power of consumer groups. The strength of purchasing power determines that consumers can enjoy the degree of clothing customization service in the internet, but also upon this the enterprise decides the performance of custom-made clothes in the internet and the estimated cost of custom-made clothes. From the perspective of purchasing power of consumers dividing consumer groups, custom-made clothes in the internet take this point to divide the semi-tailored clothing and full custom-made clothes. The former is that the existing patterns are adjusted according to the customer's personal characteristics, and then the production is completed as the fit garment, which is part of international brands in the Chinese store to provide semi-finished product for clothing; The latter is that the solitary from scratch, reference to individual consumers as the object, is completely finished by hand making from single measuring, separate cropping to separate designing.[1]

On the other hand, the of classification custom-made clothes in the internet is taken into account the consumer group's own basic factors and sensory factors, for example, the consumer's age, body,

preferences in their own basic factors etc, but also for example, consumers can not touch the actual custom products or view pictures. The classification of custom-made clothes in the internet can be based on the physiological basis of the consumer and sensory factors in determining the decisive factor in the division of consumer groups. For this reason, the production of customized clothing in the internet should be carried out before the decisive factor in the consumer's basic factors is concluded from the investigation and study. The potential financial benefits implementing the decision support of tactile sensations on the e-commerce Web sites should be investigated as well. [2]

For these reasons, three factors divides consumer groups so that the classification of custom-made clothes will have more clear direction, while it is benefit that custom-made clothing brand in the internet have a strong understanding of consumer groups, even more understanding the preferences of consumer's choice for consumers for its brands. Therefore, the division of consumer groups is one of key factors of brand being success or failure.

2.2.2 The classification of custom-made clothes in the internet according to the clothing function

What enterprises sale the clothing type can be based on the functionality of the clothing to carry out strategic promotional sales. Custom-made clothing in the internet is targeted at specific consumer groups. If the enterprise develops custom-made clothes in an all-around way, then its business of custom-made clothes in the

internet can be classified according to the functionality of the clothing.

IFZDZ for example, illustrates the importance of the function of clothing to the classification of custom-made clothes in the internet. IFZDZ divides custom-made clothes into four parts on the network : custom-made overalls, haute couture, custom-made for their business and personal custom-made. The division of four parts of custom-made clothes derives from a number of custom companies. IFZDZ is the first geographical division on the network, and then it is the classification of custom-made clothes according to the function of clothes types. What geographical division can be estimated is that the division of customer groups on IFZDZ is very clear. There is no co-ordination of the division. The potential division of custom-made clothes company is in view of the different regions of human figure characteristics on IFZDZ.

Clothing functional classification potentially reflects consumers' demands. According to the region, IFZDZ carries out a preliminary classification of consumers. Consumers themselves, as looking for sellers of the groups, understand the various regions of the proportion of custom-made clothing company. IFZDZ makes use of these characteristics of consumers and the network based on the function of clothing divides custom-made clothing company. Consumers browse the web in orientation, without browsing for any purpose. The function of clothing playing a role has a clear direction in division. Because IFZDZ is a bridge to consumers and businesses, not directly using its products to face the

consumer, as custom-made clothing brand. So IFZDZ firstly divides the existing large number of enterprises' products. How to divide them will become an important issue of network marketing. For this reason, IFZDZ decides to use the function of clothing as a basis for product division, which can prove that part of web sites about custom-made clothes based on the functional clothing decides the classification of custom-made garments in the internet. It is also a way to implement.

3. Influencing factors of consumers' choice for custom-made clothes in the internet

3.1 The preferences of consumers on the cultural connotation behind the custom-made clothes brand

Custom-made clothes are not a fresh thing in our life. Consumers confront a big choice for custom-made clothes and choose a large number of products. The competition of the product itself has not been greatly improved because all products were similar, so the cultural connotation behind products should be the main point. [3]

The similar kinds of custom-made products in the internet are attracted to customers for different reasons that consumers buy these clothes due to price, fabric, time. Another important reason is the cultural connotation behind products of similar custom-made clothes brands. In the minds of consumers, the brand not only represents the products' quality, performance and unique market positioning, but also interprets the

consumers' values, personality, taste, style, lifestyle and consumption patterns; What consumers buy products is not just commodity itself, but a unique emotional experience and self value realization. For this reason, the behavior of commodity purchasing seems to pursue the value of the brand culture and release personal emotion.[4] You sheng custom-made and Master Tailor for example, which two suit bespoke brands on the network are compared with the culture connotation reveal that consumers make choices for the same type of custom-made clothes brands style behind the cultural connotation in the internet.

You sheng custom-made. What You sheng custom-made puts forward for customers is "light custom-made". What light custom-made so-called is a combination of "light customization "and "easy customization", is to simplify the custom-made suit step and complete the customized process on the web. You sheng custom-made guides the masses into the field of suit bespoke so far as to provide convenient customized channel of suit bespoke for more senior consumers.

Master Tailor. Master Tailor's product core is divided into made-to-measure and semi customized suit. Its brand selects top-of-the-line the United Kingdom or Italian fabric, possesses professional senior measure master and craftsmen, and presents a personalized design for consumers. Master Tailor provides quality services for men with the passion for life and the pursuit of the future, even more emphasizing on the life way of a gentleman. [5]

Getting through the comparison of the cultural connotation of the two brands, consumers with high consumption ability are more inclined to Tailor Master. The cultural connotation of Tailor Master causes consumers in the psychological needs of the resonance. Consumer preferences have also changed their choice because of the connotation of brand culture, so far as to be inclined to conform to their own image or aspire to a certain aspect of the characteristics of the brand. Consumers treat the same type of custom-made clothing products in the internet no longer to simply judge their price, but also to drill down to choose their products by feeling from the connotation of brand culture. What consumers have an impact on consumer choice by the connotation of custom-made clothes brand culture can be said to be emotional consumer behavior. For this reason, consumer choice affected by influence degree makes up consumers' mind of resonance degree by its cultural connotation.

3.2 Consumers are affected by the web site of custom-made clothes in the internet

A major problem with custom-made clothes in the internet is how to attract consumers for browsing web pages in order that consumers understand its products and are able to consume its products. Consumers choose the custom-made clothes brands in the internet, in the case of their product without being touched, whether the preferred web page can attract consumers to browse them.

There are different styles of web interface for different products in

electronic commerce. Customized companies provide sales service in the internet as different types of customized web site also have framework, color, theme at opposite poles. To a certain extent, consumers choose custom-made clothes to mainly depend on their web site. For this reason, the choice for consumer's preferences on the web site also indirectly determines the choice for consumer preferences for customized apparel brands.

Brand name. Brand name is one of the major factors, probably the most important one that has an impact on shopper's trust in an e-commerce Web site. [6] Shoppers' affection for brand names directly influences the choice for products. Shoppers will judge by brand name for the trust of the products on the website. For this reason, the brand name performs a decisive function on the selection preferences of the shoppers for products of custom-made clothes in the network.

Payment security. Payment security is an important issue in online shopping. It is particularly important in the custom-made clothes website. When consumers choose a certain brand of custom-made clothes in the network, they will take into account the problem of payment security in the web site. Consumers will not hesitate to give up the website if it is no longer safe to pay for the custom-made clothes.

Product page. Consumer preferences are decided by the overall effect of the product page about similar custom-made clothes in the web site. Whether the product framework is set up reasonable in the product page, whether the arrangement of product pictures highlights the brand effect and whether the web page production is in line with the consumer's

aesthetic preferences will affect the consumer's choice. Consumers affect the choice for the custom clothing preferences for product pages with intuitive aesthetic judgment methods.

4. Conclusion

Consumers have a certain preference for a large number of custom-made clothes in the internet. Whether consumers are affected by the connotation of brand culture, or by the impact of custom-made clothes website, shows that what consumers choose a certain brand of custom-made clothes in the network are subjective. The web sites of custom-made clothing brand and the connotation of brand culture are one thing; the consumer's preferences, the subjective consciousness and the main demand are another. Two aspects of choices are mutual. How to attract consumers' attention or cultivate consumers to its brand awareness in custom clothing brand in the internet should start from consumers to investigate consumers first.

What custom-made clothes connotation of the brand cultural is from the psychological level of consumers affect the choice for consumers. The connotation of their brand culture integrates with the current consumers' life pursuit, value concept, personal reflection, etc. Hence, the connotation of brand culture changes from the consumer's consumption concept. It further states that brand hints the selection of its products from consumer psychology. In terms of the web site of custom-made clothes, now web site is no longer a single tool for online shopping or a simple tool for showing products to

consumers, but the web site has become second multi-functional derivative product from the brand promoting its production. The web site takes the place of products of custom-made clothing brand to use visual senses in order to have many aspects of the consumer experience for consumers. It's certain that custom-made clothes website affects the consumer's senses in order to make up for the defect of the products that can't be touched in the online shopping and to overcome the consumer to pay with credit crisis in the process of custom-tailor. For this reason, the web site produced the effect not only to attract consumers but also to continue to affect the choice for consumers.

By giving a full account of the influence of the connotation of custom-made clothes brand cultural in the internet and the impact of consumer choice on custom-made clothes website for consumers, it means that custom-made clothes brand can be used to promote the connotation of brand culture and to imply consumers' attention to their brands in the internet. Brand's web site also stimulate consumers' desire to buy through consumers' visual sense and imperceptibly affect consumer choice in the same kind of customized apparel for consumers in the internet. The web sites of custom-made clothing brand even behind their enterprises can be a combination between buyers and sellers in order to let consumers accept the brand effect of custom-made clothes from physiology to psychology in the internet. Consumer choice for custom-made clothes and the impact and implications of custom-made clothing brand on consumers are reversible. Custom-made clothes brand aims at the results of the

survey of consumers' living habits, consumption habits and aesthetic preferences, so that it can apply results to the web site or even the connotation of brand culture. If the brand of custom-made clothes is established in the internet, it is necessary prerequisite to study on the consumer choice for custom-made clothes for consumers in the internet.

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