Analysis on Purchasing Behavior of Women's Apparel on B2C Platform

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Abstract—With the rapid development of the internet, online shopping has appeared and developed rapidly. Among all the online shopping goods, apparel has ranked first as the largest amount of shopping. Because of women clothing's variety of style design, it ranked first in the clothing online shopping goods. This paper drew a conclusion on the major purchasing behavior characteristics of women's' apparel in business-to-customer (B2C) internet commerce in domestic by using literature research method. It was found that on the domestic major shopping platforms, online shopping environment factors including shopping platform product information, garment enterprises' quality of service and customers' emotional and rational factors on shopping behavior play a key role. Besides, shopping with a variety of women's product category, divided price reflect their own advantage. The online shopping consumers are mainly 18-35 year-old young women. They demonstrate different consumer decision-making styles.

Keywords—B2C; online shopping platform; women's' apparel; purchasing behavior

I. INTRODUCTION

The rapid development of the internet makes web-based electronic trading develop and grow fast. Among all of the online shopping goods, clothing has ranked first as the largest amount of shopping. [1]. Online shopping platform uses words, color, graphics, images, voice, movie and other forms of presentation to introduce clothing characteristic, stimulate consumers to buy, guide consumers to make purchase decisions and brand image in the form of consumer awareness. Though demand confirmation, information search, select assessment, purchasing decisions and various stages of the purchase of a series of activities, consumers complete online shopping behavior, during which also includes shopping expectations, perceived risk, shopping evaluation, trade and other sectors [2], and product information and E-money spread across the network.

Since clothing is closely related to our daily lives and its easiness of production technology, making garments topped the list of consumer goods in online shopping. According to research statistics, in 2009 the number of China's clothing online shopping consumers is over 80 million, accounting for the proportion of online shoppers over 70%, by 2011 the proportion exceeded 80% [3], while due to the variety of womens' clothing style design, it ranked first in the clothing online shopping goods.

Under the environment of the internet, the dynamic process that the interaction of cognition, behavior, the dynamic process of interaction, network environment factors and consumer behavior of the consumers of the network perception is defined as the network shopping behavior [2]. This paper will analyze the characteristics of the women clothing in the network shopping environment and the characteristic of consumers, to reveal the feature of the women's clothing consumption on the current main electronic network shopping platforms.

II. CLOTHING SHOPPING PLATFORMS

A. B2C electrical Business Model

Apparel e-commerce mainly has three kinds of typical modes: B2B (business-to-business), B2C (enterprise to consumer) and C2C (consumer to consumer) [4]. Among them, the B2C mode is mainly used in apparel online shopping mode, namely the enterprise uses the internet to deliver clothing shopping environment to consumers. Consumers shop on the Internet through the network, and through the logistics system to obtain the products.

B. Online Shopping Environment Factors

Usually, the brand, quality, style, price, colors, fabrics, and technology factors of products are the main factors influencing the consumers to participate in online shopping. In addition, the network shopping has virtual nature, consumers can only through the instruction of text and picture to understand the relevant information of buying goods and services [5]. Therefore, clothing enterprise service factors, including the functionality of the site design, after-sales service, logistics, and other factors will affect the behavior of online shopping.

Up to date, domestic online shopping platforms mainly include: Taobao, Jingdong, Number one shop, where visitors, Dream by Sally, etc. These shopping platforms by constantly improving and optimizing the shopping platform commodity information, the user operation interface and the shopping environment, such as after-sales service, attract consumers to complete the network shopping. In apparel online shopping, consumer's decision on clothing brand is made by superposition of rationality and sensibility, which forms

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external shopping environment factors. Through brand affection, when advertising emotional appeals, more sincere emotion is made by increasing psychological value [4].

III. THE FEATURES OF WOMEN'S CLOTHES ON SHOPPING PLATFORMS

Through research and analysis, the author found that the major popular women clothes on B2C online shopping platform showed the following characteristics: Finally, complete content and organizational editing before formatting. Please take note of the following items when proofreading spelling and grammar.

A. The Diversity of Style Design

According to the design style, it can be divided into many different styles, such as the retro style, OL style, sweet style, lady style, European style, Japan and South Korea style; according to the characteristics of style, such as tops, pants, dresses, and other characteristics of the design but also many different types of division of styles.

B. The Diversity of Price Division

Because prices of clothing plays a key factor in online shopping cart, and therefore, most of the shopping platforms according to the region of price divides different clothes. For example, typing "female short-sleeved T-shirt, "in a shopping platform, a large number of T-shirt displayed , consumers can divide different prices, and select the right products after screening.

C. The Diversity of Clothing Categories Division

According to the wearing season, popular women clothes on shopping platforms have different styles of four seasons. According to wearing occasions, wedding, home, sports, leisure and other emerging women clothes is coming thick and fast ; according to the style division, jackets, underwear, and other styles of clothes is colorful; according to fabric, cotton, linen, wool, silk, and other women products show many styles. Thus, consumers can enter keywords basing on individual needs, and select different types of clothes conformed with personal preferences.

D. The Diversity of Consumers

Women clothes are related to the various consumer groups from infants, children, adolescents, young women to middle-aged. Thus, the audience of online shopping is colorful, which makes requests to the good partition of products in the shopping platform to some extent. For example, B2C shopping site --VANCL is developing rapidly and growing widely in shopping platform by giving the T-shirts, casual shirts, pants and other products loved by young people.

E. Diversified Brand Classification

On the major B2C online shopping platforms at home, many shopping platforms focus on the careful and complete classification of the brands. By subdividing all kinds of clothing brands, such as the classification of low-end, mid-range and high-end brands, the consumers can position products quickly. In this respect, TAOBAO and TMALL attract consumers that have different consuming needs by imitating in low-end products and designing in mid-range and high-end products, respectively.

IV. THE ANALYSIS OF CONSUMER'S FEATURES

A. The Consumers'Age

At present, the young people shop online the most. Consumers at this age are active, curious, impulsive, and willing to express themselves. They like to pursue fashion and to show their unique personalities [5]. Users aged 18 to 24 age are the main consumers who buy women's clothing, shoes and hats, bags. And users aged 25 to 35 years old are the main consumers that buy the clothing for mums and babies.

B. The Shopping Cost

According to the result of research, the female users mostly spend RMB 5000-10000 in shopping online. In addition, when making a decision on online shopping, 58.1% of users think that the price factor is the primary reason for their choice to shop online [6]. The reason for this is that the mainstream online users are low-income people. They are more sensitive to the changes of the prices. Therefore, the promotion of low prices will still have a very good market effect.

C. Features of Consumers' Decision Styles

According to consumers' decision styles, foreign researchers summarize consumers as eight types, pursuing perfect type, focusing on brand type, fashion type, shopping and entertainment type, paying attention to the price type, impulsing shopping type, difficultly choosing type, brand loyalty type. Based on the purchasing decision styles of the 18-30 consumers who buy clothes online, domestic scholars summarize as pursing convenience type, shopping and entertainment type, dazzled type, fashion type, paying attention to the price type, focusing on brand type, impulsing shopping type, pursuing perfect type. Among them, the paying attention to the price type and the focusing on brand type of consumers who buy clothe online are more than half of all respondents. These different consumers' decision styles reflect the different consumer psychology and behavior.

V. CONCLUSION

Through literature research and surveys on the major domestic B2C online shopping platforms, this article analyzed and summarized the women buying behavior characteristics on the current main shopping platforms. It can be summarized as follows.

- Online shopping environment, including functional website design, after-sales service, logistics system and other factors affect online purchasing behavior.

- Domestic B2C online shopping platforms for women presents style design diversification, price divided diversification, category division of diversification, diversification of the consumers, brand diversification characteristics.

- Women online shopping mainly is young women aged 18-35, and the price is the key factor to the shopping decision making.

- Consumers reflect different consumers' decision styles.

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