

College Students' Online Clothing Consumption Survey

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Abstract: At present, the domestic online shopping market is showing a vigorous development trend. The rise of online shopping is quietly changing the business structure and lifestyle of society. With a population of 1.4 billion, China is the world's largest clothing consumer and producer. The online sales of garments and apparel is gaining popularity on platforms like Taobao and JD.com, and makes up a large proportion of overall clothing sales. For college students, a special consumer group, clothing products account for a large proportion of their online shopping list, and there are many decision-making factors to consider when shopping online. With their unique advantages and sensitivity to new things, college students have made online shopping develop in a broader and more convenient direction. This study adopts the method of questionnaire survey to investigate into the online clothing consumption of college students in Zhejiang Province, analyzes the needs and problems of college students in online clothing shopping, and provides relevant suggestions for online clothing e-commerce.

1. Introduction

1.1 Research Background

At present, the domestic online shopping market has shown a vigorous trend. The rise of online shopping is quietly changing the business structure and lifestyle of society. With their unique advantages and sensitivity to new things, college students have made online shopping develop towards a broader and more convenient path. Data analysis in The 49th Statistical Report on China's Internet Development released in February 2022 shows that the number of Internet registrations in China has reached 1.032 billion in December 2021, an increase of 42.96 million compared with the data in December 2020. As the world's largest online retail market, the number of online shopping users in China was about 782 million as of December 2021, accounting for about 80% of the country's Internet users, of which about 21.0% are students. Lu Xiaoyin (2022:16) analyzes the decision-making factors in college students' online shopping for clothing, and pointed out that the word-of-mouth of online shopping platforms, merchant marketing strategies and services are the main decision-making factors [2]. Sun Beibei (2020:15) analyzes the impact of clothing online store image on college students' consumer satisfaction, and revealed the positive correlation between online store image and college students' online shopping satisfaction [4]. Zou Fuying (2019:18) conducts a survey on college students' attitudes, needs and motivations for online shopping attitudes, needs and motivations of college students in five colleges and universities in Jiangxi Province, analyzed the current situation of college students' online consumption behavior,

and summarized the characteristics and main problems of college students' online consumption[5]. Li Nan (2023:53) studies the changes and influencing factors of college students' online shopping behavior in Northwest China, and pointed out that gender, monthly living expenses, family location, and convenience of online shopping are the common factors affecting college students' online shopping behaviour [1]. Shen Mengyang (2022:36) studies the consumption behavior of female college students in Zhengzhou City, and analyzed the purchasing power, purchase motivation, and purchase satisfaction of online shopping clothing [3].

1.2 Purpose of the Study

As a special online shopping group, college students have a large proportion of their online shopping list, and as the younger generation, they have their sensitivity and judgment to new things. As the main force of online shopping consumption, college students are important consumer groups of online clothing shopping. This study aims to investigate into clothing online consumption of college students, in order to understand the needs and problems of college students when buying clothes online, and provide relevant suggestions for online clothing stores. By analyzing real customer feedback for online sales platforms and merchants, the result of the study is conducive to the healthy development of the clothing industry.

1.3 Research Procedure

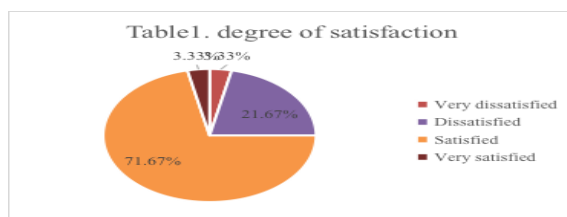
This study adopts the questionnaire survey method, and the author designed a questionnaire, the content or questions in which contain the major choices and troubles of college students buying clothing online, including questions such as the frequency of online shopping, the choice of online shopping platform, the price range and the satisfaction of after-sales service etc, so as to fully understand the clothing online consumption status of college students. This survey adopts the questionnaire survey method to collect data that reflect the consumption status of college students. The survey is conducted in June 2023 among local college students in Zhejiang Province, and 65 questionnaires were distributed, and 60 valid questionnaires were collected, with an effective recovery rate of 92.3%, and the data was collected and analyzed as follows.

2. Findings and Discussion

2.1 Findings

Based on the designed questions, data are collected, which can be seen from the following charts and tables. Table 1 illustrates the data concerning consumers' degree of satisfaction; Table 2 illustrates consumers' idea of the development prospect of online business; Table 3 illustrates college students' choice of price range when buying clothing online; Table 4 illustrates the choice of clothing types; Table 5 and Table 6 illustrate the factors and considerations related to online shopping decision-making.

Table 1: Degree of satisfaction



According to Table 1 and Table 2, 75% of college students are satisfied with online clothing, and 68.33% of them are optimistic about the prospect of online clothing.

From Table 3, we learn that most college students buy clothing online at a price range of 100-300 yuan (58.33%), with 35% below 100 yuan and above 300 yuan is 6.67%.

Table 2: Development prospects

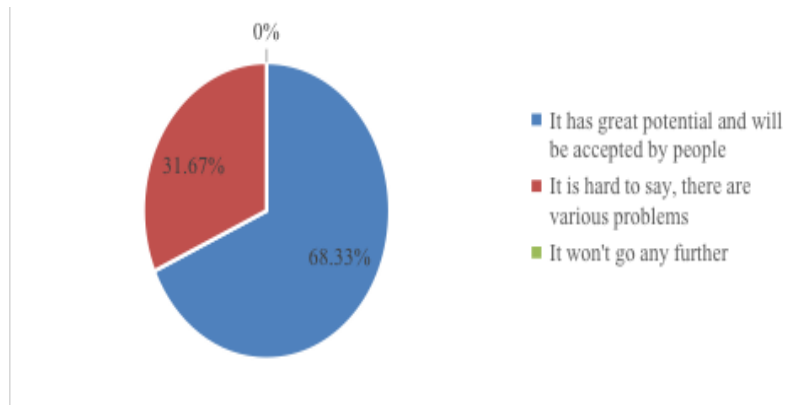


Table 3: Price range

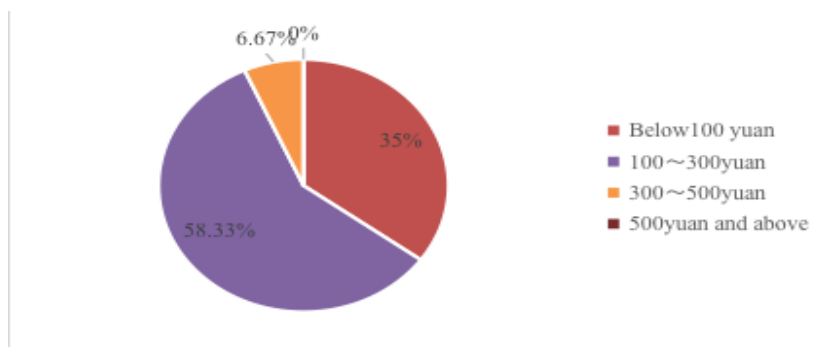
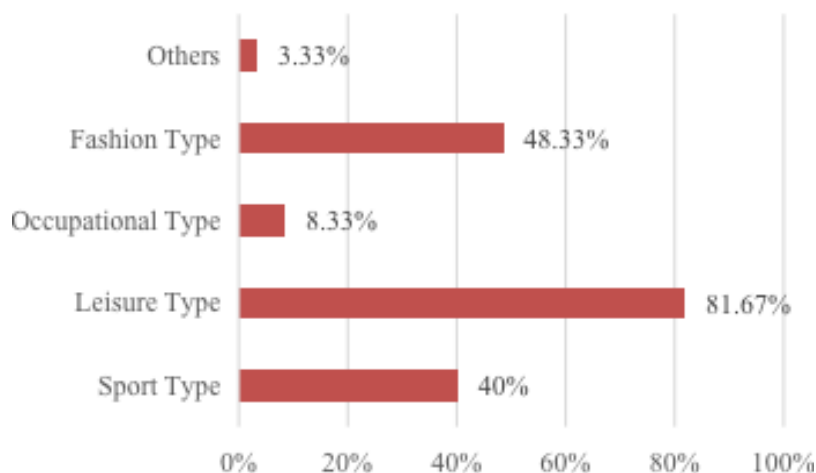


Table 4 shows that 81.67% of college students like leisure clothing, followed by fashion type (48.33%), occupational type is less, accounting for only 8.33%.

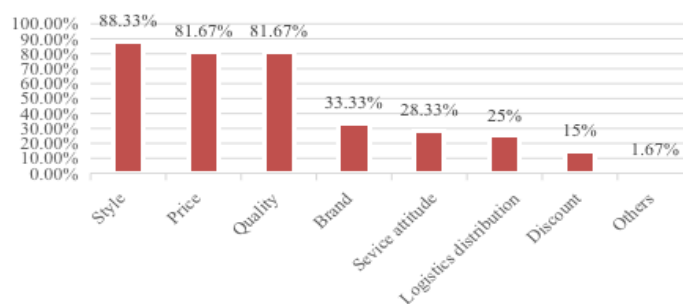
Table 4: Types of clothes



According to Table 5, college students consider style, price and quality the most when buying clothes online, all accounting for more than 80%. However, the consideration of discount, logistics

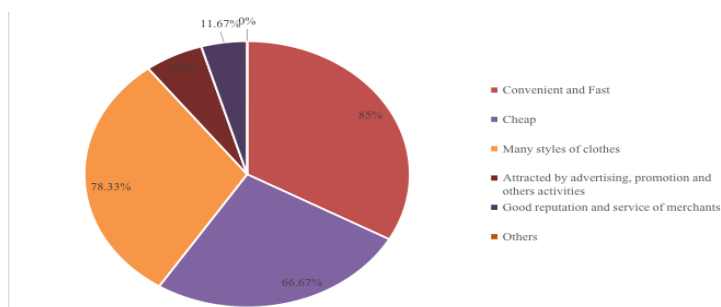
distribution, brand and service attitude is relatively low.

Table 5: Clothing purchase considerations



According to Table 6, 85% of college students choose to buy clothes online because it is convenient and fast, 78.33% are attracted by the variety of clothing styles, and 66.67% choose to buy clothes online because it is cheap. They have little interest in advertisements and businesses.

Table 6: Factors that attract purchasing



2.2 Discussion

Most college students are satisfied with the clothes they buy online and are optimistic about the prospect of buying clothes online, which shows that the online clothing consumption market still has great potential. Through the investigation, we can draw the following conclusions.

Most college students are satisfied with online clothing consumption and have good prospects for its future development.

Most of the prices of clothes purchased by college students online are less than 300 yuan, and merchants should not price more than 300 yuan.

Many college students like casual, fashionable and sporty clothes. Businesses should design more for these styles to attract the attention of college students.

When college students buy clothes online, they mainly consider the style, price and quality of clothes, and also pay attention to the brand, service attitude, logistics and discount.

The main reasons why college students choose to buy clothes online are the convenience, low price and various styles of clothes to choose from. Merchants should take into account when pricing and designing clothing styles.

The fabric, size and authenticity of clothing have a great influence on college students' hopping desire. At the same time, efficient logistics and after-sales service also promote the sales of clothing stores.

3. Suggestions for Improvement

The above research shows that online clothing stores need to take the following measures to

promote their own development.

(1) Quality Assurance Should Be Guaranteed

College students are the main body of online clothing consumption, and the quality of goods is the key factor affecting college students' shopping desire. Good clothing quality can promote the sales of clothing. Therefore, merchants must strengthen the quality management and appraisal of clothing to ensure the authenticity of the goods. Due to the existence of fake goods, many college students have been deceived, thus losing their interest in online shopping. As an online seller, providing high-quality goods and services is the core of establishing a store's reputation.

(2) Promotion and Publicity Should be Strengthened

At the time of the change of season, it is also the peak period for college students to buy clothes. As the main body of online clothing consumption, college students have no source of income during school, and their consumption capacity is limited. Online platforms and online stores should collaborate to strengthen marketing efforts and adopt various preferential activities, which can seize the opportunity of college students' demand for clothing purchase and carry out discounts, gifts and other promotional activities.

(3) A Sound after-sale Service Mechanism Should be Established

A good service mechanism can not only protect the rights and interests of consumers, but also highlight the image of the store and improve sales. Merchants should respond in a timely manner, actively answer and deal with customers' questions and complaints in detail. Besides, fully listen to consumer opinions and feedback, in the face of different situations can provide better service. Besides, logistics service needs to be improved. After buying clothes, customers want to quickly receive their own products to try on. Choosing a larger express company brand cooperation can ensure the timeliness of logistics and better service. If merchants encounter a special situation and the delivery speed is relatively slow, they must inform the customer in time that the logistics may be slower for some reason.

(4) Product pictures and information should be Accurate

The clothing must be the same as described on the details page. Don't exaggerate, and merchants must describe them truthfully. Otherwise, the psychological gap between customers after receiving the clothes is very large. It has a great impact on the image of merchants. In filling in the clothing size specifications, merchants need to pay attention to the classification, standardization and matching degree with the actual size of the goods. By correctly filling in the size specifications, the sales volume of goods can be increased, and problems such as return and exchange caused by wrong size selection can be avoided. Moreover, college students are in the prime of their youth and like casual fashion clothes, so manufacturers can start with clothing styles, fabrics and workmanship to update clothing styles according to college students' preferences.

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