

Online live broadcast and fashion marketing

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Abstract: Taking the network live broadcast as an example, this paper analyzes the consumption of fashion brands under the media, discusses the influence of the characteristics of the live broadcast on cultural communication, and puts forward the innovation of cultural ecological communication, creating immersive shopping experience and so on.

1. Analysis of fashion brands under the consumption

1.1 Rejuvenation of network

According to the report of airy consulting in 2019, online shopping is the largest increase in the consumption amount of "post-95" in 2019, with an increase of 50% (compared with that in 2018). And more than 70% of "post-95" consumers obtain relevant information through the Internet, while 22% of them install and use live app. In addition, according to the sample survey of Hangzhou e-commerce, more than 80% of e-commerce brands of fashion products in Hangzhou have used the promotion and sales channels such as online live broadcast and online short video, then female users aged 20-35 are the leading consumers. It can be seen that under the new mode of retail, "post-90s" and "post-95s" became the main force of online consumption, and webcast has become one of the main consumption for the younger generation.

1.2 Circle normalization

In the era of focusing, users' needs are diversified, and e-commerce has spawned a circle network with "online celebrity" opinion leaders as the core, and has exerted the greatest influence on consumers by using the "online celebrity" effect at different levels, also the consumption potential brought by the culture is being released. For example, "live top female" Weiya has 14 million online fans with her own taste, and "Lipstick No.1 salesman" has formed a circle with Li Jiaqi as the core, and has become one of Taobao's most capable anchors. Consumers' consumption patterns of fashion products have formed a "cyber celebrity" oriented de branding circle choice.

1.3 Aesthetic convergence

With the popularization and application of mobile app and artificial intelligence, as well as the popularity of "live broadcast+", consumers' aesthetic appreciation is upgrading and tending to be similar. The consumption of fashion products in the third and fourth tier cities is catching up with the first and second tier cities. Taking clothes as an example, according to the data analysis of Mogujie, the top 5 popular items and elements from February to April of 2019 include oversized T-shirt (color matching), oversized shirt, short sleeve round neck T-shirt and A-line dress appeared in high, medium and low latitude cities. In different seasons, the aesthetic appreciation of consumers in different cities is no longer limited to the regional climate. The convergence of fashion trends, the sharing of online shopping resources and the improvement of logistics system should promote the synchronization of consumption to national fashion.

1.4 Shopping verticality

The "post-95" consumers tend to be pragmatism and frugality, which is a typical "king of goods comparison". The shopping apps of "post-95" young women, such as Mogujie and Meilishuo, are

recommended to consumers in an all-round way through the horizontal recommendation of multi styles and multi categories, dynamic display, matching recommendation and other portrait modes, so as to fully meet the rational and smart consumption characteristics of consumers' shopping malls. Also short video, live platform and various brand apps provide definition image and the video recommendation for target consumers, also accurately meet the needs of corresponding users. Consumer services have penetrated into all aspects, and niche, precise and refined platform recommendation has become the vane of consumer shopping.

2. The influence of explicit features of the live broadcast on the spread of fashion brand culture

As the "first year of e-commerce live broadcasting", a large number of emerging local clothing brands quickly occupy the young consumer market through the mode of "live broadcast+". Online customer acquisition will accelerate the replacement of traditional customer acquisition, and the new trend of online consumption pattern promotes the guiding role of online live broadcast on culture communication of fashion brands.

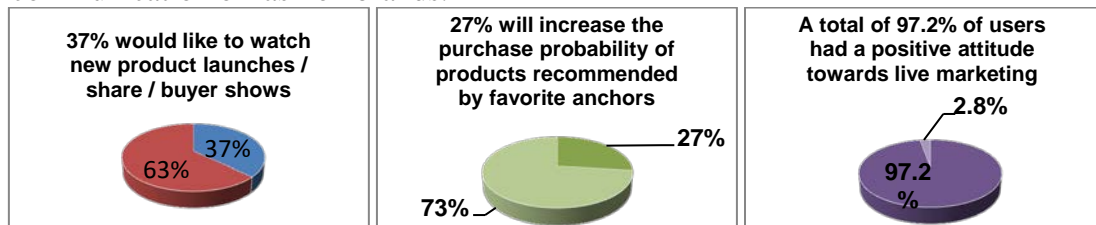


Fig. 1 Distribution of users' attitude towards live marketing in 2019

2.1 Functions that guide communication and interaction

The reason why webcast can be quickly praised by young users, and the explosive growth of its host traffic and fans is mainly due to reality communication and virtual emotional dependence. The functions of barrage, reward and praise are important ways for users to express their emotions and attitudes during the live broadcast when fashion products anchors mostly introduce new styles. And users can share attitudes or extend to popular culture through the bullet screen and reward at any time during the live broadcast. User convergence psychology affects the participation, follow-up and identification of users in the target circle.

2.2 Live broadcast scene enhances the visual experience of culture

With the upgrading of user's aesthetics, the anchor combines the brand spirit with the mobile scene, and the scene design carries the culture concept. With the symbolic scene experience, it fills the user's deep-seated needs for immersion, presence and authenticity interaction, and establishes a unique virtual space with users. In terms of modes of culture transmission, the broadcast scene is a non-verbal static transmission, which builds an immersive online virtual shopping scene for users, so that users can have a continuous brand visual experience in the live broadcast room.

2.3 Network anchors stimulate value of the brands

From the survey of young Internet users, it can be seen that the "post-95" and "Post-00" users' purchase of fashion products is not only about the product itself, but also the belief and experience. Moreover, the loneliness in reality makes these users eager to seek virtual companionship in the online world. However, the online marketing of fashion brands through VI and online activities can not meet the deep needs of users. As the representative of images and network anchors present products also guide audience's virtual interaction. It can not only supplement the deficiency of online experience, but also have a guiding effect on the brand and potential users, becoming the core of live marketing.

3. Innovation path of culture communication of fashion brands

3.1 Refining the value concept of fashion brand and expanding the communication of cultural ecology

Due to the practical pressure of network users, they are used to looking for private space in the online world. Brands can use wechat, microblog and other social platforms to know users' attitudes to brands, then accurately analyze the psychological needs and spiritual demands of circle users, and create a unique visual emotional space for users. In view of the limited space and time of live broadcast in the fragmented and diversified network era, it is difficult for users to focus on the tedious brand value for a long time, so they can refine the core spirit and maintain the brand images. Taking fashion products, popular culture and hot events as clues, we need to guide users' emotional changes, screen out core users, and encourage them to carry out secondary brand communication among their personal circles by means of purchase discount, gradually radiate to smaller crowd or people in third and fourth tier cities, and help them establish awareness of the brands and value recognition.

3.2 Giving full play to the advantages of circle anchor to ensure the output of high-quality fashion brand content

In the circle of fashion brands, due to individual occupation, growth background, target products and other factors, the personalized segmentation features are presented again. And brands can integrate anchor resources based on this. On the basis of brand user positioning, pop culture is the content orientation, and with team assistance to achieve the image upgrading and high-quality output. While ensuring the live broadcast attention, core users can be agglomerated with content to expand circle users. For general brand anchors and Internet Celebrities, it is necessary to give full play to the personality characteristics and fan types of network anchors through the "individualism" live broadcast oriented by the personality of users, also create live broadcast content for users customized around the brand spirit, then supplement the fragmented and diversified needs of users.

3.3 Creating immersive shopping experience and building fashion brand identity

With the simplification of the existing scenes of live network, the immersive experience of fashion brand users is mostly limited to visual experience within the screen range. With the upgrading of consumer aesthetics, consumers' expectations of fashion brands are gradually increasing, and it is easy to produce brand aesthetic fatigue. Therefore, it is necessary to create a comprehensive shopping experience and strengthen the brand identity of users. Learn from the scene of "eat live broadcast", we could simulate the physical scene, and move the visual tactile experience also olfactory experience to the broadcast scene. At the same time, we should improve the sound system and mobilize the auditory experience. For in the era of time fragmentation, personalized demand and vertical shopping, brand live broadcasting can strengthen the stickiness between users and brands.

4. Conclusion

Under the stimulation of traffic bonus, the online live broadcast of fashion brands has grown explosively, which promotes the rapid spread of the culture. The transformation of consumption patterns of network users requires fashion brands to make better use of the live network platform, deliver personalized live content, create immersive shopping experience, and promote the high-quality ecological communication in new media.

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