

Research on Clothing Preference and Consumption Satisfaction of Female Consumers Aged 30-40

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Abstract: In modern society, fashion is becoming more highly valued in people choice of clothes. It seems that more and more people, especially the women who live in urban cities, are dressing more stylishly. Clothes represent the personality of individual and beautiful clothes are helpful for women to improve self-esteem and confidence. Through literature research, text analysis and descriptive statistical research, this paper analyzed the influence of four factors, which included materials, colors, designs and sizes. This research found that the women aged 30 to 40 had a tendency to buy dresses rather than jeans or other kinds of clothing and give high rating of these dresses, who paid much attention on the designs and sizes of dresses which was the most important thing. To be detailed, the design for neckline, waist, zipper, sleeves and fitting their bra were the parts that most women cared about. This paper can help some apparel companies understand the preference and consumer behaviors of women to some extends.

Keywords: Fashion; Clothes; Female consumption.

1. Introduction

Modern people pay more and more attention to fashion in the choice of clothing. In other words, it seems that more and more women, especially urban women, are wearing more fashionable clothes. As we all know, clothes can represent personal personality. Beautiful and fashionable clothes are more helpful to improve women's self-esteem and self-confidence.

In recent years, many studies have been devoted to discussing the relations hip between fashion and women. Wang Siyu had made a review that more and more women paid much attention on self-discovery and expressing inner personalities, which based on the report on fashion consumption and analysis of theory research. They also found that most of career women had a tendency to reach the balance between prices and qualities when they bought clothing. In addition, most of them were financially independent and had enough consumption abilities. Most women, especially career women, tended to improve their personal image through dressing [1]. Sun zhe invited 189 professional women to conduct a questionnaire survey to collect their personal information, such as clothing habits, clothing styles, shopping methods, etc. By collecting and studying different styles of professional women's clothing and their wearing characteristics, the research showed that women's demand for clothing was complex, including diversity, personalization and internationalization, as well as internal and external factors. In this case, women usually choose to wear appropriate clothes on different occasions, which was more likely to help them achieve a fast-paced lifestyle [2].

With the rapid development of internet economy, in recent years, the clothing sales of online platforms have largely exceeded the sales of physical stores. Due to the change of sales channels, enterprises and clothing brands need to pay more attention to product design, high quality, comfort and fashion, which are the key factors to win most of the sales market. Meng Liyun investigated the correlation between body part satisfaction and clothing shape and length preference, and then helped enterprises design some specific styles of clothing with high recommendation. In the research process, the researchers used SPSS for statistical analysis and analysis of variance to analyze which factors affect women's dress preference. The results of the survey showed that regardless of women's figure, they preferred loose fitting skirts to tight or loose ones [3].

In the research on women's clothing demand and satisfaction, some scholars pay special attention to women aged 30 to 40. Jiang Tingting and Xu Yaping studied the preference of middle-aged female consumers when buying spring and autumn coats. They invited female consumers to select and label

some spring and autumn coats. The results showed that the main factors affecting women's clothing satisfaction were style, fabric, function and color. However, for the same age group, even if people see the same color or the same fabric, there are great differences in clothing selection due to internal cultivation and aesthetic differences. In this case, different consumers naturally have different feelings about the same dress. They also believed that the most important factor affecting women's clothing was style, which would largely determine women's preference for clothing [4]. In order to help some enterprises and brands understand women's clothing preferences (aged 30-45), especially based on the relationship between women's body shape characteristics, body satisfaction and clothing preferences, some scholars conducted a questionnaire survey and divided the research objects into three age groups. Through the actual investigation, the researchers found that women of different ages pay different attention to clothing. The results of this study showed that there was a correlation between body part satisfaction and clothing shape and length preference. Specifically, the more satisfied women were with their waistline and body shape, the more suitable clothes they choose; the more satisfied women were with their legs and body shape, the shorter the length of their preferred skirt. In this case, relevant companies should investigate according to the demand of women's clothing consumption, and master the characteristics of women's physical satisfaction and personal demand of clothing, so as to obtain more market [5]. In modern society, women aged 30-40 are more likely to become professional women, which means that their dressings need to meet the demands of job market in some degrees.

With the high techniques, more and more E-commerce platforms use the function of particular and accurate recommendation. Meng Liyun found that these kinds of personalized function had some positive impacts on female consumers, and also provided personal service for individual [6]. Liu Xuejun found that the new media communication meet the satisfaction from women when they went shopping online. When social media disseminated personal information, it usually collected different personal characteristics, such as personal image, age and financial ability, so as to match what goods they need to buy. Thus, the Internet platform could easily grasp women's consumption preferences and forward the information about products to the corresponding female consumers. In this case, female consumers were vulnerable to the interference of network information, which would lead to irrational consumption. In addition, women's consumption desire was stronger than men. Most women were more likely to buy something after interacting with brands online, such as reading product reviews on online platforms and looking for product discounts [7]. Zhao Panpan and Ma Yangle investigated and analyzed what factors influenced the consumption behavior of women from the perspective of new media communication. They found that the consumption of women played a crucial role in the sales markets so it was important for enterprises and brands to gain the supports and satisfaction of women. Through the analysis of the questionnaires of female consumers (30-40 years old) and using software SPSS to statistical analysis, they found that for female consumers, the style of clothing was the most important influence factor. Qualities of clothing, prices and overall collocation were also taken into account by them [8]. In this case, if companies wanted to obtain the supports of women, they were supposed to focus on these factors. The results of investigation demonstrated that not only in the E-commerce platforms the women's satisfaction of buying clothing was relatively high, but also in the brick-and-mortar stores the women's satisfaction of that had positive assessments. Another point needed to be considered was that market economy environment with the state art of techniques offered people diverse ways of going shopping, which changed their lifestyles in some degree. In other words, the level consumption of female consumers changed from focusing utility of clothing to the considering experience of shopping [9]. Chen Baolin found that the demands of female consumers both in the online platforms and in the brick-and-mortar stores were different because of the difference of female consumers' behaviors. Moreover, through comparison analysis, researcher found that most female consumers were more likely to go shopping in the brick-and-mortar stores, but young consumers and students had a tendency to go shopping online. To be specific, the way of shopping and the gaps of clothing's prices were influenced by three areas which were the characteristics of women's jobs, their salary monthly and their educational degrees.

The shopping environments, fabric of clothing and services of shopping guides were the most important exterior influence factors, which played a crucial role in the sales of clothing [10]. Zhao and Ma also thought that new media communication had huge impacts on consumption behaviors of women, which allowed women to go shopping online effectively. They also thought that the gateways, photographs, and video provided by online platform helped women know information about products and purchase merchandises in a convenient way. Although the data transmitted by new media have negative characteristics such as diversity, diversity and complexity to a certain extent, the platform information has a great impact on the irrational psychology of female consumers [8].

To sum up, the research on women's clothing choice and satisfaction has accumulated more results, but the research on women's clothing preference is still insufficient. A comprehensive review of relevant literature will help to lay a theoretical and research foundation for this study. Therefore, on this basis, this paper will further explore the specific factors affecting women's satisfaction and preference for clothing.

2. Methods

This paper mainly used the text analysis method to analyze the data obtained from a batch of questionnaires. The questionnaire of this research focused on the satisfaction and preference of women's dresses, at the same time, the paper paid much attention on the investigation of women below 40 years old. The content of questionnaire concluded 3 areas (ages, ratings and feedbacks) and the original raw data was 23486.

The research removed the item about positive feedback which was 0 and only remained the type of clothing which were dresses, so the total data was 2105 in the end. It made this paper's data be more credible and more suitable for the aim of this research. And then the researchers calculated the average value of their rating of each group and found out the figure of rating of young age group was the highest. To find out difference, this paper divided the women into 8 age groups (18-24, 25-29, 36-41, 42-51, 52-62, 63-73, >73). And this research divided young women (<42) more precise because this research found that young women were always the most faithful fan of dresses. To be specific, in the first bar chart, the data of the group (18-24) was the maximum about 4.3 in the entire data of rating. And the figure of the group (30-40) was the same as it. This paper also calculated the percent value of 1 in recommended IND of different age group. Then compared the percent value to the average one, which contributed to the trend of the preference.

This paper was also supposed to analyze the correlation relationship between material, color, design, size and the average rating of each age group in different groups. In other words, this research's purpose was to investigate the degree of influence of these four factors on the rating given by different age groups. And this was the sum of the factors that researchers gave in the evaluation for each age group. Notably, this research summarized the factors through extensively reading the sample comments and then, extracted the pertinent elements. To be specific, this research divided the different rating -2 -1 0 1 2 to show consumers attention to specific factor. This paper put our main effort on the group below 40. About women above 40, we only used 0 and 1 to represent their preference of factors. In other words, if A mentions the factors of "material" and "design" in the comment, we add one point for each item, and correspondingly, if B mentions "color" and "material", we added one point for them, respectively. We could imagine that if the total sample was these two people, we could draw such a conclusion that both A and B attach more importance to the factor of "material", and compared with other influencing factors, "material" exerted a greater influence on the average rating of A and B.

This research had fully and meticulously considered about taking advantage of the Pearson data. However, taking into account the real situation of our experiment, on the one hand, we aim to make the "rating" range from 1 to 5; on the other hand, we aspire to explore what detailed factors that resulted in rating. Personally, variance analysis would be better. To be concrete, based on the data collected, this research could calculate their mean value and standard deviation. As is well known,

standard deviation could reflect the variance of the data. On this basis, we can see which of the four factors contributes more to this standard deviation, namely, to examine the impacts of those four distinctive factors on the "rating" of each period group. To put it simply, the contribution degree could be derived.

3. Results

Through text analysis, this study preliminarily summarizes several reasons why women are particularly fond of clothing. This was because the special type of the dress, it could be used as formal or casual. There were reasons people buy the dress to specific occasion like wedding, vacation, graduation or the Christmas eve. People's satisfaction depended on whether the dress could meet their expectation to the activities. Some of them were satisfied as when they changed their makeup and accessory design, they were able to wear the dress for different usages. Also, by reading and analyzing the data, this research found four main factors influencing people's preference to dresses which were size, color, material and design. The following table showed the different needs of the two groups of age 30-40 for the four factors of clothing (material, design, size and color), which could reflect the demand preference and satisfaction of women in this age group.

Table 1. Influencing factors of women's clothing consumption

Group	Factors			
	Material	Design	Size	Color
30-35	19%	35%	33%	13%
36-40	12%	33%	32%	23%

Through reading and analyzing data, this research found that women used words like versatile, gorgeous, flattering to praise the fabric, material and design. Almost every buyer for each age group paid much attention to material. In the area of clothing design, some special and fantastic small design could make people feel comfortable and surprised or just depressed. The design for neckline, waist, zipper, sleeves and fitting their bra were the parts that most women cared about because these parts had to do with showing their body figure and whether the dress was convenient to wear. Another problem was mainly due to the popularity of online shopping. Women could see the picture of the dress beforehand, so it was inevitable they would compare the dress with picture after buying. Some women did not like the dress as there was a big difference from the picture on color, design or something. This was a private aspect of online shopping which could largely have an impact on buyers' preference.

Of course, when highlighting the characteristics of the clothing needs of the 30-40 age group, this paper also deliberately compared the clothing needs of other age groups. In the 19-24 age group, in terms of significance, all data of this age group could be used, since the data below 0.05 was feasible and could be used as a reference. However, in the 25-29 age group, the significance of color was 0.085, which exceeded the value of 0.05, so it should not be used. At the same time, in the 30-35 age group, the significance of color was 0.14, far more than 0.05, so this data was also not available. For ages 36 to 41, this paper used a plus or minus rating system, and the four values were the sum of all the data. It could be seen from this data that design was the best item for clothing evaluation of this age group, with 216. The worst item was material, only 76. Size was the biggest influencing factor for this age group, with 383 comments mentioning it. The least mentioned was Color, at 176.

The relevant data of this study showed that the clothing preference and satisfaction of female consumers aged 30-40 may had a long-term impact on people's perception of the brand. Just as a band always uses one or several fixed designer teams in a season. Therefore, this study also found that

female consumers had consistent views on brand clothing. Everyone had a unique body, so women would judge according to their clothes. Female consumers usually had three response strategies: First, "this skirt is beautiful, but it doesn't suit me, maybe for thinner girls". Second, "we immediately felt that every troublesome part of my body became smaller". Third, "we have a prominent hourglass shape, which I can't wear". This study mainly analyzed the clothing consumption preferences of relatively young women. Therefore, personal situation was also one of the factors affecting women's satisfaction with clothing.

4. Conclusions

Based on a batch of questionnaire data, this paper used the methods of analysis of variance and text analysis to analyze the particularity of female consumers aged 30-40 in clothing preference and satisfaction. This paper found that among the four main factors of material, color, design and size, most female consumers aged 30 to 40 pay more attention to clothing design and size, which was the biggest difference compared with other groups. Specifically, women in this group paid great attention to the design details of the neckline, waist, zipper, sleeve and bra, because these parts could best show their body and were also suitable for their work needs and convenience. This paper did not make a specific analysis of the clothing selection characteristics of other age groups, which would be further supplemented in the future. This paper hopes to help some enterprises and brands further understand the clothing preferences and consumption wishes of young women to a certain extent. At the same time, this paper is beneficial to provide cases for women's consumption research.

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