

Text Analysis on the Main Factors of Young Women's Clothing Consumption Demand

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Abstract: Young women are not only an important force in the clothing consumption market, but also the most flexible and non negligible group. This paper mainly uses a batch of questionnaire data about women's clothing consumption, and analyzes these data from the four elements of color, material, design and size through text analysis. This study found that among the four elements, young women pay more attention to design and size. These two aspects account for the largest proportion, are mentioned by consumers the most, and have the greatest impact on the overall evaluation. Young women relatively ignore color and materials. In addition, there are other influencing factors, such as whether clothing can meet consumers' expectations for activities and whether it can be used for different purposes, which are also part of the impact of consumers' evaluation. The analysis of the consumption demand of young women in this paper is not deep enough, which is the limitation of this research. This paper will provide some basic data and reference points for young women's clothing consumption.

Keywords: Clothing Consumption; Young Women; Text Analysis.

1. Introduction

Influenced by feminism and consumerism, female consumption has been a hot topic in recent years. Among the contents of women's consumption, clothing is particularly representative and topical. Clothing is not only the expression of everyone's personality, but also implies the influence of social ideas on individuals. Women's clothing consumption can not only reflect women's consumption will, but also reflect the shaping of women by social thoughts.

In recent years, scholars have studied women's clothing consumption from many aspects. As an important group in social consumption, young women have trendy ideas, advanced ways of thinking and diversified consumption views. They are the main force of social consumption and have an influence that can not be ignored. There are many studies on young women's clothing consumption. Young aged people are one of the main groups in the women's clothing market and the most active group. Of course, this part of the market is also one of the segments of clothing products with important marketing value. Some studies have shown that the consumption behavior of young and middle-aged women can not be generalized. It is necessary to subdivide the consumption groups of young and middle-aged women into food and clothing type, development type and enjoyment type according to personal attributes such as occupation and income, then analyze the characteristics of clothing consumption behavior of each group and list the differences of clothing consumption behavior of each group [1]. Through the empirical analysis of questionnaire survey, some studies found that family consumption concept, mass media communication and online consumption impact are the subjective and objective factors affecting young women's consumption concept. Young women consumers should be guided and helped to establish a correct consumption concept [2].

The rapid development of Internet information technology gave birth to e-commerce, and commodity sales also broke the restrictions of time and space, indirectly providing people with a better shopping experience. At the same time, the existence of the Internet has stimulated consumption to a great extent, and more convenient purchase methods and channels have stimulated people's desire for shopping. Especially in online shopping, female consumers always occupy a

dominant position. Based on the characteristics of women's shopping, higher quality and cheaper become the main marketing means, and more beautiful packaging can often retain customers. Some scholars start with the female consumption behavior in e-commerce and comprehensively discuss the female consumption behavior and network marketing strategy in e-commerce [3]. Short video advertising also occupies a major position in the media. More and more users are attracted by short video advertisements, the most important of which is female consumers. Some scholars mainly studied the impact of the communication mode, content and effect of short video advertising on female consumer groups, so as to guide female consumer groups to produce various purchase behaviors [4]. Other scholars, based on the theories of communication, consumer behavior and marketing, take women's perception of new media app communication as the independent variable, women's consumption intention as the intermediate variable and women's consumption behavior as the outcome variable, put forward the research hypothesis of the impact of APP communication on women's consumption behavior, and conducted empirical research through questionnaire survey. The study found that women's perception of APP communication directly affects women's consumption intention; Women's perception of APP communication indirectly affects women's consumption behavior through women's consumption intention [5]. In addition, some studies have discussed women's consumption behavior and psychology in the context of social media [6][7][8].

Some studies have actively explored the main factors affecting women's consumption view. Urban women's consumption involves many industries and has great consumption potential. Urban women dominate household consumption. Therefore, the consumption behavior of urban women has become the focus of marketing. According to the theory of consumption age, there are differences in the consumption behavior of consumers in different times. Some scholars have studied the current situation of intergenerational differences between urban women in the "e generation" and "lucky generation" by comparing their consumption concept, consumption structure, focusing on product elements, consumption location and skills. On this basis, they have analyzed that the intergenerational differences of urban women's consumption behavior are closely related to women's family role, income, educational level and psychological factors [9]. There are also studies specific to a certain kind of clothing. Some scholars believe that many factors affect women's underwear consumption, including psychological and physiological factors, especially focusing on psychological factors. This paper analyzes the characteristics of factors affecting women's underwear consumption from three aspects: consumption characteristics, social factors and personal factors [10].

In addition, female consumer psychology is also an important research perspective. By discussing women's consumption psychology, scholars summarized many problems, such as enterprise operation strategy, advertising strategy, product design scheme, star endorsement and so on [11][12][13].

Based on the literature review of previous studies, it can be seen that women's clothing consumption and its influencing factors have been studied by many scholars, and some research results have been accumulated. These research results either adopt quantitative research methods or qualitative research methods to explore the characteristics and influencing factors of women's clothing consumption from the micro case or macro perspective. This has a certain reference for this study. However, previous studies have not been limited to quantitative or qualitative analysis of specific influencing factors. This paper will focus on the impact of color, design, material and size on women's clothing consumption.

2. Methods

This study mainly adopted the method of text analysis. We used 2105 basic data provided by Professor Ashley from Northwestern University. This paper mainly analyzed the young group aged 18-29, which accounts for about 13% of the total sample.

We mainly analyzed the existing data of women's clothing consumption demand from four aspects: material, color, design and size, and used the scoring method of "-2, -1, 0, 1, 2". For example, for a woman's size evaluation, she talked a lot and the feedback was positive. We gave a score of "2" in

terms of size. If women also talked about positive things in one aspect, but only said a little, we gave a score of "1". If women didn't talk, we gave a score of "0". Similarly, if the woman talks about an aspect and negative feedback, we gave -1 point. If the lady talked a lot about this and talked about the negative impact, we gave -2 points.

After that, we obtained the scores of all the major and minor factors of young women's consumption, and finally obtained the scores of all the major and minor factors of young women's consumption. In addition, in addition to these four factors, we also noticed that some interviewees mentioned other influencing factors, which will also be briefly stated.

3. Results and Discussion

3.1 Color

Color, the highest value and proportion among the four elements, is 39. In terms of color evaluation, there was a feedback that we gave it 2 points. The interviewee mentioned that "color is absolutely invisible to you. That's its particularity." (from ID22805) of course, there is also a counterexample. Another comment we gave was - 2 points. The respondent mentioned, "the color is very bright, which makes me look tired on my pale skin." (from ID 23106) "great spring color, you can really wear your right foot at any time of the year!" (starting with ID 9971, we give 1 point) "I like the idea, but the material and color make me feel like I'm wearing clothes... Or parachutes." (from ID 5791)

3.2 Material

The total sum we calculated is 20, ranked second out of four aspects. Many customers mentioned the words like "soft, comfortable, quality, and so on". There are some examples of different score we give. One customer's feedback we give the score -2 says "My biggest issue with the dress is the quality of the material. one time through the wash on the gentle cycle and the slip underneath has shrunk at least a full size." (from ID 10018) Another feedback we give the score -1 is "There is a little more weight to the fabric than I had assumed." (from ID 8387) "The lining in particular is excellent- it is a soft mesh that prevents the dress from clinging, without adding bulk in the hot summer weather." (from ID 1826, we give the score 1) "The mixture of the fabrics is even more cute in person than it looks online, and the fabric is so soft, it almost feel like wearing pajamas. the weight of the fabric also makes it hang really nicely, and so it's flattering." (from ID 4747, the score we give is 2)

3.3 Design

Women use words like versatile, gorgeous, flattering to praise the design, especially for the young women. Design is the most important part for most of the women to determine whether or not they adore the dresses. There are several parts of special design women mention all the time. First is the zipper which is such a tiny part of dresses. Some of them cannot even be seen after putting on the dresses. However, this small design can make women feel convenient and comfortable to put on the dress, but some unsuitable zippers will ruin the whole design of the dress. In addition, specific design like the neckline, waist and sleeves influence women's preference a lot. Because every woman has a unique body, some characteristics of their figure directly relate with their requirement of the designs. For example, there are two women complain: it is beautiful but not fit on me, may be great on a thinner girl. I have an accentuated hourglass figure, this dress cannot work on me. In the survey, a huge percent of women mention that they have hourglass or pear-shaped body, so their amazing dresses just cannot fit them well. Also, some of them are a little fat or strong, even though they say maybe great on others, they still cannot fit on the dress. Thus, individual situation is one of the greatest effects on the satisfaction of women to the dresses. On the other hand, helpful designs on those areas make women feel confident and are more likely to purchase and praise the dresses. All the special designs either hide their trouble areas or show off their advantages win women's heart. There are two women complimented the dresses: "I instantly felt thinner in every trouble area of my body." "I tried this on, walked away without it and returned to my store to purchase but I could not stop thinking

about the dress.” When the dresses show something just for one person, it will attain the high preference of young women.

3.4 Size

Size is another influential factor of young women’s satisfaction. Actually, everyone used to have problems with size since different stores have relatively varies measurement of size. Like some women complain that they usually have a four but the same size in this cloth store just too small or uncomfortable for them. Also, the size of dresses sometimes cannot meet the expectation because of its undesirable length. Women are always finding the most fitful dresses for themselves instead of finding the most beautiful or fashionable ones so that a proper size helps a lot. There are several incidents like the great dress does not have the right size for women. They either choose to have a smaller or larger one, or give up the beautiful dress. Both of the choices decrease the preference of dresses for women. As a result, a suitable size determines the acceptance of the dresses.

3.5 Other factors

In addition to the four main factors, there are also some other details women pay attention to. Because the special type of the dress, it can be used as formal or casual. There are reasons people buy the dress to specific occasion like wedding, vacation, graduation or the Christmas eve. People’s satisfaction depends on whether the dress can meet their expectation to the activities. Some of them are satisfied as when they change their makeup and accessory design, they are able to wear the dress for different usages. Some of the dresses are preferred because they can be worn for four seasons with different inner cloth which makes the dresses not only changeable and versatile, but also save the money. Besides, with the development of delivery, increasing number of cloth stores choose to sell dresses online. Then the problems take place. Since women can only look through the pictures online instead of seeing the real one and putting the dresses on, some design, material, size and color may not match well. One of the customers dislike the dress because the color of the dress is much darker than the picture online. Others order the unsuitable size, but it is inconvenient to exchange as the delivery is too slow. A huge disadvantage of online shopping is that people may be attracted by the fantastic pictures, but the real products have cheap fabric, broken zipper, thinner leg opening or bad color. This is a private aspect of online shopping which can largely have an impact on buyers’ preference. Additionally, the preference and satisfaction to a dress may have a long-term influence on people’s perspective about the brand. A band always use one or a fixed group of designers in one season. Thus, we may can find that whether people hold the same opinion about brand dress. Under the same designer, style and service, consumers may regard all clothes in a store as a whole. In this case, if one of the products frustrates consumers, they will become less willing to buy all the products of the brand. In this Internet era, some non product services, such as logistics, exchange or refund, and the store attitude of online stores are very important. When you can't see the real store, reliable service will convince women buyers more. In addition, online shopping products need to be perfectly matched with online pictures, because a large number of consumers reflect that when they receive something that cannot be matched, they seem to be seriously deceived and they will not buy any products from the store.

4. Conclusion

This paper mainly focuses on the influencing factors of clothing consumption of young women aged 18-29. In this study, we mainly adopt the text analysis method. Through the data analysis of 2105 data of young women, we focus on the text description of four main factors: color, material, design and size. We then score the data according to the keyword description. By comparing the scores of the four elements, we know the main and secondary factors affecting women's clothing consumption. In addition, there are also positive and negative comments on whether these clothes can meet their expectations for activities, whether they can be used for different purposes, and so on. This

study found that design and size are the most important influencing factors of women's clothing consumption. In our research, these two aspects account for the largest proportion, are mentioned most by consumers, and have the greatest impact on the overall evaluation. Color and material are the secondary influencing factors of young women's clothing consumption, which are more or less mentioned by many people in the data we use. Although the proportion of design and size is large, the proportion of color and material is relatively small. But these four elements are not all the factors that affect young women's clothing consumption. In addition, other influencing factors, such as whether clothing can meet consumers' expectations for activities and whether it can be used for different purposes, are also part of the impact of consumers' evaluation, but they are mentioned less frequently than these four main factors. There are still some limitations in this study. The factors affecting young women's clothing consumption are only limited to these four aspects, and there is a lack of comparative research on different age groups. Therefore, the theoretical combining of young women's consumption concept in this paper is not deep enough, which will be further supplemented and improved in the future. This paper will still be beneficial to the research on women's clothing consumption, and provide some references for some young women's clothing enterprises and brands.

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