

The analysis of college students' consumption psychology clothing marketing strategy

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Abstract. The development of social economy led to the rapid change of clothing trade, clothing consumption already occupy a higher proportion in people's life, and improve people's quality of life. But in such a competitive market background, the clothing enterprise to keep higher sales performance, you need to understand consumers' consumption psychology, design the customer satisfaction products. In this paper, through the analysis and study of the characteristics of the college students' consumption psychology, explores the clothing market marketing means, for college students and the problems in marketing.

The introduction

Garment industry in order to adapt to the rapid development of social economy itself also started an unprecedented change, at the same time, the concept of college students on clothing consumption began more or less change. In the process of investigation found that clothing accounted for more than 60% of the daily operations of the consumer, which shows its importance. College students' consumer values, consumption patterns, consumer interest, etc., because of its unique personality power often become the main body of consumer groups, their consumption psychology more represents the trend of clothing market, for the next few years clothing trend has tremendous influence. So their consumption psychology and consumption behavior for further research, has a certain significance.

The psychological characteristics of college students' clothing consumption psychology analysis

People in the process of shopping behavior and psychological characteristics means the consumer psychology. Which contains the consumer habits, interests, values and character and temperament, but it does not include consumer psychology at that time. Consumers for the product status largely reflected in the customer's consumption psychology. And is an important reason of whether consumers to buy the product. At present, the clothing market competition has not only physical stores include a lot of competition on the network, based on the above problems, found that success in the business of consumer consumption is often decided by the buying process of psychological, thus, combined with today's fashion market situation and marketing means, merchants will buy a psychological process as an important factor.

According to the characters of age. "Important psychological elements tend not to consider the question of age, but in recent years found that because of the values and world view and age have a complementary relationship, so this factor is more interesting, especially in the clothing market vendors attention". China's population structure is very different from other countries, so the understanding of clothing consumption level also different, this is the main characteristic of our country obviously different from other countries. 60 after consumer environment, for example, the material is relatively scarce, so for a long time formed the habit of thrift, so for this kind of crowd to master its characteristics in the process of clothing sales, is something just enough good principle, this kind of consumer often focus between quality, and ignore the style, so to increase the consumer's purchase will decrease as far as possible fancy; The same problem For 70 s and 80 s, they because the material is relatively scarce, theory according to the requirements of the snow, they are more pursuit of high quality, good style, reflects the taste of consumer goods, so, if use the same

sales strategy will not play a good effect.

Jane and psychological analysis of the pursuit of fashion. Consumer's consumption concept basically depends on the whole process of consumers to purchase products, however, in the clothing sales, we should focus on consumer idea, this is also one of the psychological characteristics of consumers. Now people's life, is no longer the clothing as instruments of our body, often to be used to reveal the identity of the tool, or to distinguish the tools of the crowd. Consumers in general can be divided into a pursuit of clothing collocation and personal qualities, such as consumer often pay attention to the aesthetic view of themselves, defined as the pursuit of fashion, they regularly according to the needs and occasions, to manage their own dress, and don't care about the quality of the clothing, often after is the price and taste; Another class of consumers to pursue simple idea, they tend to pay attention to during the process of design, the choose and buy quality and environmental factors, often buy a thoughtful and will have a purpose, and all aspects of clothing demand is high, strives for perfection, but it is not too high requirements for the price of the goods.

Follow suit and showing personality psychological characteristics analysis. Follow suit and show individual character the personality characteristics of two kinds of psychological and consumers often and by education and understanding of aesthetic closely shut. Follow the mass psychology is the main research direction, the main purpose of the study is to draw people why want to conformity, as well as the performance of a herd mentality. Class of clothing products is better than another type of selling is always caused by the joneses between consumers, this article defined the phenomenon as follow. "In real life, often appear the phenomenon of two very different, a consumer is to listen to the reactions of others or observation, for goods form consistent affection; another is to its own will, deliberately to form an alternative view, this can reveal their own taste and vision. In fact, for both mental judgment is not accurate measure, these are a kind of pursuit of fashion, the former represents the aesthetic standard of "no mistakes", the latter is a symbol of "pursuing new and dissimulation" trends".

Factors that affect college students' clothing consumer psychology

The influence of motivation on college students' consumption. In some cases, people tend to not necessarily to the demands of the people's action form a strong influence and role in promoting. In the formation of motivation, are generally formed by demand gradually, this needs to be based on demand to form a certain stimulation, so from incentive motivation can be defined as a demand, the demand to make consumer purchasing behavior. In the process of garment marketing using the theory of Marshall demand, can have the effect of the two aspects. In the first place for college students in different levels of people tend to form different marketing strategy. Family conditions, for example, low consumer often demand for consumer goods is economical and practical, for high quality products are often not very attention. But higher consumer family conditions, their demand for consumer goods are often have higher requirements, such as a high level of clothing often for these groups. Therefore, the principle of the clothing marketing is one of the different types of consumers take different sales strategy. Second, production enterprises in the competitive market has recognized that the consumer demand for products is constantly changing, which requires the manufacturer must be stepped up to product innovation and improvement, enhance students' interest in the clothing, to improve their desire, try our best to meet their thoughts.

The influence of perception on college students' consumption. After the consumer's desire to buy reflects the behavior, and mental state, depends on customer perception of products and in reality and the buying process. Understanding of perception is a process, this process is formed under the condition of receiving external stimulation, it is of practical significance for the parallel certain personal subjective experience, in other words, is a kind of feeling. Think back to us in the process of consumption of the most common sense is what? Is what I think or how I feel. This feeling is the consumer through sensory organs an intuitive understanding of clothing products; Subsequent to this kind of intuitive knowledge carry on the processing and use of consumer information processing, elaborates the behavior of the individual, this is what we call consciousness. This explains why has the same purchase motivation of consumers, at the same time, the objective

environment of their basic under the same conditions, the perceptual tend to be very different. For this kind of situation, psychologist, presents a more objective evaluation and interpretation, that is depends on the individual perception of things is often be selective, the understanding of clothing products and feel it is not the same, the selectivity is embodied in selective attention and have a choice of misunderstanding and selective memory these three aspects.

Make use of the marketing strategy of college students' consumption psychology

Brand packaging. For college students consumer groups, clothing marketing is focused on brand image. So for the clothing brand image is an important part of the success. Take the example of female college students' clothing consumption, in order to set up a good brand image, vendors can close to consumers in the form of discussion or research on a regular basis, listen to their feedback, and publish the manufacturer is how to respect the opinions of their information. The characteristics of the female college student consumption group is the pursuit of beautiful, generous, noble, fully meet the psychological, make the product brand image and their mental image matching, can win their favor, enhance their recognition of the brand. Only women's clothing, for example, the target customers are young vigor of female college students, their age between 20 to 30 years old, about the brand of the brand ambassador is often some noble atmosphere stars or models, these people suffer the praise highly of women, as a result, this kind of brand has been in an important position in the female consumers.

Management of the channel, leading the fashion trend. Is now a information society, a lot of media advertising is in people's lives every day, this let the consumer in virtually formed a kind of brand image, moreover has formed a certain brand, it is for us to enlightenment, clothing promotion often can also use this channel. Take the fashion colour, for example, in 2014 the winter fashion color wine red or green, on the market to be able to draw attention to the color of the monohydrate this color, no matter you are in the bus station or on the subway station will be found that consumers in such environment, under the influence of natural formed a consensus, that is, this is the mainstream, which caused consumers to buy in large quantities of these two kinds of color clothes. So, manufacturers can make use of a particular element for environment rendering, so as to form a "trend" in order to the manufacturer of clothing products is on sales, expand marketing coverage.

Different clothing style. In clothing marketing process, due to different psychological will reflect different consumption as a result, so the first thing to delimit a consumer psychology distinguish, according to different psychological needs to take different promotion methods and product positioning, is one of the powerful way. Should be paid attention to in the clothing sales, or sale, to distinguish the collocation of clothing style and category, the classification of an orderly. In addition, according to different consumer groups, big brand into small segment using the brand marketing of the products.

Using the discount pricing strategy. Discount marketing pricing strategy is to promote consumers to buy, methods to reduce the price of some goods. This method can be seen everywhere, actually we often will see the mall to do change garments according to the special offer goods. This is a common sales strategy. A Japanese company to sell products adopted a method of sales is very successful, the company in good planning will start to the announcement, and what is the quality of promotional products and a series of cases, the number of days and then release the discount and the specific arrangement, finally indicates that discount method. As a result, consumers will have a purpose to choose and buy. His approach is the first day to the tenth day from 9 to 1 discount, the more the cheaper to behind. It will appear a situation. Just beginning to most of the men began to see the actual situation, 3, 4 and more gradually up, to the middle consumers aware of the benefits of the product, a few days more and more buyers, less than 1 discount products, products have been sold out. Last days not buy a product can only be sorry, this is a very successful clothing marketing case.

Conclusion

To sum up, the clothing market footing with the enterprise survival is successful grasp of

consumer psychology is a critical factor of college students, this is the most important factors in clothing marketing, they have the understanding of different, different ideas, different requirements, which have different buying behavior. Through the analysis of this article, we found that the use of college students' psychological characteristics for clothing marketing, not only can set up the brand image, the clothing fashion trendsetter and can guarantee the clothing brand loyalty, make enterprise's marketing efforts to strengthen, to keep its vitality.

Reference

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