

# The Study of Sichuan University Student Consumption Behavior and Attitude on the New Apparel Trend Platforms

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**Abstract:** The consumption level and proportion of young people had gradually increased, which caused many industries in China to adjust their product types to cope with the new market situation. Three research objectives were set: explore the influencing factors of Sichuan university students' consumption patterns in the latest apparel market, investigate the trend and practice for adopting Sichuan University students' consumption behavior, and suggest policies and ideas for apparel enterprises to improve their market strategies. Four significant independent variables of consumption pattern of apparel, factors in apparel buying, apparel buying frequency and price factor, and way and cause of buying apparel were set to test the relationship with student consumption intention.

**Keywords:** Sichuan University Student; Consumer Behavior, Consumption Attitude; New Apparel Trend

## 1. Introduction

The spread of status awareness and a high degree of attention to brand consumption has put China in a vital position in the commercial and theoretical aspects of fashion apparel and status brands. The growth of identity consumption and the rise of China have converged. They are reflected in a generation of consumers who embrace consumerism and taste high-end fashion and high-end clothing brands. Liang; & Xu. (2017)<sup>[1]</sup> studied that most Chinese consumers are emotionally connected and use products that reflect their image and status. Emotional attachment and a sense of quality strongly influence the purchasing decisions of many Chinese consumers, especially the younger generation. This group of young adults (18 to 24) uses their purchasing behavior to control economic and public policies and their movement towards a consumer society. As an essential consumer group of apparel products, college students' consumption patterns in apparel are worth exploring. At the same time, its aesthetic orientation to clothing affects the development of the youth apparel industry to a certain extent. For this reason, this project took university students in Sichuan as the research object.

## 2. Theoretical Basis

### 2.1 Research study on consumption pattern of apparel to consumption intention

There are many ways to study apparel consumption patterns. One of the studies by Zhao: et al. (2019)<sup>[2]</sup> defined the influence of clothing product attributes and consumer emotions through the case study of college students in Shanghai. The discovery went on with brand awareness, attributes, and motivation, offering a great deal of perceived value to college student buyers with similar expectations for apparel buying.

### 2.2 Research study on factors in apparel buying for consumption intention

Due to the development of the Internet, more and more college students like to stay in the dormitory without leaving home, and online shopping has become the new favorite of college students. The characteristics of college students' demand for clothing: People pay more attention to price, quality, and style. These three factors are basically on the same level. If the quality can be guaranteed, price and style are the main factors considered by consumers. At the same time, style is essential for young people. The version of clothes is the object of most young people's pursuit, and at the same time, unique ethnic costumes have begun to sweep the Chinese market (Zhang; & Cude. 2018)<sup>[3]</sup>.

### 2.3 The research study of way and cause of buying apparel

Way to buy apparel refers to obtaining apparel through offline shopping from retail shops and online shopping from website platforms. Zhang; & Zhong (2019)<sup>[4]</sup> elaborated on the certainty of the B2C marketing method gradually becoming the primary method of e-commerce based on extensively collecting and sorting out the occurrence, development, and current situation of e-commerce, taking college students' B2C clothing consumption behavior as the research object.

## 3. Understanding the Study of Sichuan University Student Consumption Behaviour and Attitude on the New Apparel Trend Platforms

### 3.1 Concepts on attitudes towards clothing consumption of college students as a consumer group

There are four types practical, comfortable, fashionable, and affordable. Suggestions on product development and market segmentation of clothing enterprises are put forward. It is necessary to quickly respond to market demand to develop clothing products and strictly control the quality of clothing products.

### **3.2 The status quo of youth apparel industry development**

In recent years, clothing consumption has shifted from a single consumer demand for food and clothing that shelters the body from the cold to a consumer trend of fashion, culture, brand, and image. In China's huge market, domestic demand has become the primary driving force for the steady growth of the domestic clothing industry (Liu 2018)<sup>[5]</sup>.

### **3.3 The current situation and characteristics of the consumption model of college students in clothing products**

With the rapid development of the intelligent Internet environment, online transactions have become more convenient and faster in recent years. To achieve high-quality economic growth and better meet the needs of the people for a better life, traditional consumption is constantly upgrading and transforming to new types of consumption characterized by new business models and models such as online shopping, mobile payment, and online and offline integration (Su: et al. 2019)<sup>[6]</sup>.

## **4. The Conceptual Framework for the Research Study**

First This article combines consumer behavior theory, questionnaire survey methods, and other theories and methods, and analyzes its influence on the development of the youth clothing industry around the consumption patterns of college students in Sichuan colleges and universities, and further enriches the connotation of consumer behavior theory, which has theoretical significance.

Second Based on the literature analysis method, this article summarizes the research literature of domestic and foreign scholars on the consumption patterns of college students, the impact of college students' consumption patterns on the development of the clothing industry, etc., combined with the relevant theoretical foundations of college students' consumption patterns. It takes college students in Sichuan as the scope of research, combined with questionnaires.

## **5. The Countermeasures for the Study of Sichuan University Student Consumption Behaviour and Attitude on the New Apparel Trend Platforms**

### **5.1 Consumption behavior**

Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with purchasing, using, and disposal of goods and services. Consumer behavior consists of how consumers' emotions, attitudes, and preferences affect buying behavior.

### **5.2 The new trend of apparel**

New apparel trends mean formal or informal clothes worn on an important or respective occasion based on users' attitudes.

### **5.3 Consumption attitude**

Consumer attitudes consist of cognitive information and beliefs, emotions, and behavioral intention regarding a consumer product or service. What do you believe about a product or service, how do you feel about it, and what are your preferences.

### **5.4 Consumption pattern of apparel**

The consumption pattern of apparel is how people search, purchase and consume apparel products to meet all their needs, desires, and value.

### **5.5 Factors in apparel buying**

Factors affecting apparel buying include image, peer group pressure, style and fitting, and price and service.

## **6. Conclusion**

After analyzing the main fashion trends at present, it is possible to highlight those destined to persist in the coming years: the adoption of sustainability practices among fashion designers and buyers, attention to the sustainability of the entire value chain, continuous improvement of customer service provided by digital platforms, increased automation of production processes. More and more attention has been paid to environmental sustainability issues by Governments, consumers, and companies in recent years. The trend of the student market can be a golden opportunity to test the apparel market with the new format in a sustainable way such as materials and style by using recycled resources and cost-effective methods in the future.

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