

The Influence of B2C Marketing Strategy Improving Word-of-Mouth Promotion on Sichuan Consumer Purchase Intention in Clothing Sales

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Abstract: The network environment created a new model for traditional word-of-mouth communication and became an effective way for Sichuan clothing brand consumers to obtain product and service information. B2C spread through Internet media and online word-of-mouth, and consumers could learn about products and services from many scattered and unknown consumers of the Sichuan clothing brand. This study aimed to investigate the influence of B2C marketing strategy in improving word-of-mouth on consumer purchase intention in clothing sales with three research objectives: to understand the B2C marketing strategy of clothing sales, analyze the influencing factors of B2C marketing strategy, and provide suggestions for enhancing the B2C strategy of word-of-mouth for clothing retail operators in Sichuan market.

Keywords: B2C Marketing Strategy; Word-of-Mouth Promotion; Consumer Purchase Intention

1. Introduction

The rapid development of the network has activated many emerging fields, such as the e-commerce field. The increase in Internet users has led to the continuous growth of online shopping Sichuan clothing brand consumers. The rise of the Internet has brought great convenience to people's lives. People can socialize and shop with others without leaving home, and e-commerce has also become a new business model in the 21st century. Word-of-mouth is not a new term in the marketing world, but B2C using online word-of-mouth is essentially different from traditional word-of-mouth. B2C borrowing online word-of-mouth is not limited by time and space and can have a cross-domain information dissemination effect. Brand consumers' purchase intentions have a direct or indirect impact.

2. Theoretical Basis

2.1 Information on B2C marketing strategy

With this change in customer behavior, it is also necessary to understand the antecedents or determinants of customer purchase intentions. To better understand the behavior of customers and the determinants of their purchase intentions, it is worth noting that e-commerce is receiving attention from researchers and market professionals because the Internet allows the rapid growth of marketing channels.

2.2 Word-of-mouth promotion of trust using B2C

"Trust," as defined in this article, refers to the ability of customers to think that online shopping can meet their needs from the perspective of the perception of privacy information and transaction security. Distrust is defined as a customer's inherent negative expectations of the seller's behavior business transaction or relationship. In specific transactional contexts, it is characterized by fear, suspicion, cynicism, caution, and alertness to possible risks. Clients decide to reduce their vulnerabilities and existing uncertainties to protect or safeguard their interests (Wang: et al. 2018)^[1].

3. Understanding the Influence of B2C Marketing Strategy Improving Word-of-Mouth Promotion on Sichuan Consumer Purchase Intention in Clothing Sales

3.1 B2C marketing strategy

B2C marketing strategy involves using the Internet as a medium to generate website traffic, position, and deliver marketing information by distributing information to the right consumers (Xu: et al. 2020)^[2]. In Internet advertising, consumers can control the distribution of product value, and consumers can choose the way, time, and content of the advertisement they want to watch. Therefore, consumers can "push" content on Internet advertisements. Using the correct Internet advertising methods can help companies gain the attention and interest of online consumers increase their awareness of certain online products or services, thereby increasing consumers' perceived value and reducing the risks they will receive.

3.2 Electronic word of mouth (eWOM)

Electronic Word of Mouth (eWOM) is a positive/negative statement or comment made by former/actual buyers on a product or company, which can be provided to many people and organizations via the Internet. In the customer's decision-making process, they will naturally seek the opinions of others first. Digital technology and the function of the Internet have increased consumers' opportunities to access various types of electronic word of mouth provided by different people (Levy: et al. 2013)^[3].

3.3 Perceived value and risk

The primary task of all companies is to create value for consumers and, at the same time, add value to their businesses. Perceived value is the foundation of various e-commerce business activities. Because it has a significant impact on brand loyalty, it is considered critical to business success (Garcia-Fernandez: et al., 2018)^[4].

3.4 Purchase intention on e-Commerce channels

Purchase intention is the need of consumers to purchase specific products. It will affect several factors, such as expectations, suggestions, and excellent values. Consumers' purchase intentions on e-commerce websites are affected by the product information they obtain. The more information they have, the easier it is for consumers to buy products online.

4. The Conceptual Framework for the Research Study

First The construction of the theoretical model is based on the premise of an overview of the theories related to this article, social networking platforms, B2C using online word-of-mouth information to present B2C using online word-of-mouth communication speed, strong interaction, high participation, anonymity, and virtuality, Communication carriers, and channels offer the characteristics of diversification, persistence, and searchability. At the same time, B2C leverages the mutual influence and mutual restraint between the three factors of online word-of-mouth, purchase intention, and trust.

Second When the perceived value is defined as the overall evaluation by customers of the relative value of a specific product compared to existing alternative products, it reflects the net profit that customers obtain due to their consumption behavior. It will be used to indicate their desire to conduct transactions (Oh: et al. 2009)^[5]. Perceived value becomes essential for online shopping activities because it motivates customers to visit e-commerce sites and affects their intention to continue transactions (Filiari: et al. 2015)^[6]. Customer perception reflected in perceived utility and hedonic value is the main component of customer satisfaction and loyalty, and satisfied customers are more likely to conduct transactions.

5. The Countermeasures for Influence of B2C Marketing Strategy Improving Word-of-Mouth Promotion on Sichuan Consumer Purchase Intention in Clothing Sales

5.1 B2C marketing strategy

A B2C marketing strategy refers to the tactics and strategy in which a company promotes its products and services to individual people: creating, advertising, and selling products for customers to use in their everyday lives.

5.2 Word-of-mouth promotion

Word-of-mouth marketing (WOM marketing) is when a consumer's interest in a company's product or service is reflected in their daily dialogues.

5.3 Information quantity

Information quantity is based on probability theory and statistics and measures information with several amounts of data.

5.4 Goodwill

Goodwill refers to apply to business deals and the like; it stresses the absence of fraud or deception.

6. Conclusion

The influence of online word-of-mouth on consumers' purchase intentions has become a research hotspot. It is mainly due to the development of the Internet. Online shopping has become a mainstream form of consumption. However, there is a big difference between B2C and traditional word-of-mouth. The research system of Internet word-of-mouth is not very mature, and the theory is very few. The research of this article attempts to understand the relationship between the three through the summary and study of trust, B2C borrowing online word-of-mouth, and Sichuan clothing brand consumers' purchase intentions. Hopefully, through the above theoretical overview and previous literature summary, Enrich the relevant theories that B2C uses Internet word-of-mouth to influence the purchase intention of Sichuan clothing brand consumers. B2C borrowing online word of mouth is different from traditional word of mouth. B2C borrowing online word of mouth is a concept derived from the Internet and e-commerce.

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