

Research on the Optimization Scheme of Chinese Fashion Trend Shopping Malls Based on Consumer Preferences—Take Suzhou as an Example

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Abstract: *With the purpose of this research, the author studies consumer preference from four dimensions: activity preference, theme preference, personalized preference and consumption environment preference. Based on U&A model and regression analysis, it is found that consumers have a good general attitude towards "Chinesetrend" themed shoppingmalls, but the satisfaction degree withsuch shopping malls is not high. Finally, the author uses AIDEES model to propose an optimization scheme from the six stage of consumer psychological development: Attention, Interest, Desire, Experience, Enthusiasm and Share.*

Keywords: *national trend; shopping mall; Consumer preference; Optimization scheme*

1. Introduction

From 2017 to 2021, the overall scale of shopping centers and shopping malls in China has seen a continuous growth and reached a number of 475 million square meters in 2021 which was 8% up from 2020. According to visitors flow rate, the total flow rate reached 28.7 billion in the whole year of 2021, up 9.6% from 2020, but has yet to return to 2019 levels of visitors flow rate. As shopping centers combine the traditional elements and fashion culture by creating a "culture" space, consumer experience is highly improved accordingly. Modern perfect interpretation of Chinese traditional culture is used to energize business through a variety of forms. The Song Dynasty theme park in Beijing Youtang shopping center, Brocade Carp Gate in Shanghai Jing 'an Joy City shopping center, Shanghe Fang in shenzhenBaoanDaqianli, the Chinese comics fair in Tianjin Tianhe shopping center, just to name a few.

2. The influencing factors on consumers' consumption preference for Chinese fashion and trend

2.1. Psychological and emotional factors

Most scholars believe that consumer psychology is an important driving force to guide consumer behavior. Some scholars put forward that national culture is easy to induce consumers' positive emotions and thus trigger purchase intention based on the consumption field. Wang Xiaochuan and Luo Luping (2021), believe that cultural confidence has an impact on people's consumption intention from the perspective of consumer psychology[1]. Zheng Hong 'e (2021) believes that the consumption of Chinese fashion products rises around national identity[2]. Consumption is an indispensable way for individuals to establish collective identity and group sense of belonging. It can be seen that patriotic sentiment, national identity and cultural confidence will have an impact on consumers' willingness to buy Chinese fashion and trend products.

2.2. Marketing effect factor

China has a huge market of Chinese fashion and trend products, and marketing strategies such as interactive marketing and cross-border marketing have a positive correlation with consumer consumption. Li Jiayu (2020) studied the effect of interactive marketing on consumers' purchase intention in online Hanfu stores and found that interactive marketing had a positive impact on the perceived value of Hanfu consumers, but the quality of interaction would have certain influence on

consumers' purchase intention in online stores[3]. Shi Ran and Gao Yun (2021) found that most consumers prefer cross-over products and their sense of experience through the study of cross-over marketing strategy of Chinese fashion brand [4].

3. Construction and design of index system

Based on literatures related to consumer preferences, the author divides the questionnaire indicators into three parts, namely basic personal information, consumption habits and consumption preferences. Based on the diversity of consumer preferences, four dimensions as activity preference, subject preference, personalized preference and consumption environment preference are designed.

The target users are shopping mall consumers aged between 18 and 40 in Suzhou area. The mode of "online + offline" is adopted. 241 questionnaires have been collected after excluding invalid data among a total of 260 questionnaires, with an effective rate of 92.6%. The number of copies of the sample size required by the theory is reached.

4. Analysis of factors influencing " Chinese fashion and trend " products consumption in shopping malls based on consumer preferences

4.1 Modeling based on consumer U&A model

Consumer preferences are analyzed based on consumer U&A research model. The consumer U&A research model involves three variables in Fishbin's model, namely attribute, intention and overall attitude. The formula is as followed.

$$AO = \sum_{i=1}^n B_i E_i$$

The author uses AO to express consumers' general attitude towards the theme shopping mall of "Chinese fashion and trend ". B_i indicates consumers' interest in "Chinese fashion and trend" products; E_i is the will of consumer; Attribute i includes three aspects, including consumption intention, activity participation intention and theme style intention.

Through EXCEL calculation, the $AO=183$ is much higher than 0, indicating that consumers have a good general attitude towards "Chinese fashion and trend" theme shopping centers and are willing to go to theme shopping centers and consume their products.

4.2 Research on factors influencing consumption intention based on binary Logistic regression analysis

Set the dependent variable Y as the frequency of visiting the shopping centre with the options "1: often" and "2: occasionally ". Gender, consumer psychology, shopping scene preference, shopping mall goods zoning preference, atmosphere satisfaction degree, the degree of interest in "Chinese trend" product were all set as independent variables for modeling analysis.

The model will be expressed as follows:

$$\ln \frac{p}{1-p} = B_0 + B_1 \text{gender} + B_2 \text{psychology} + B_3 \text{scene} + B_4 \text{partition} + B_5 \text{atmosphere} + B_6 \text{interest}$$

The established regression model is based on multiple analysis and selection. Given significance test level of 0.05 the final Logistic regression model results are:

$$\ln \frac{p}{1-p} = -1.248 \text{gender} - 1.235 \text{psychology} - 0.625 \text{scene} + 0.593 \text{partition} - 0.728 \text{atmosphere} - 1.272 \text{interest} + 8.318.$$

It is found that the significance level of each variable is less than 0.05, indicating that the above variables will have a significant impact on the frequency of consumers visiting shopping centers in Suzhou. There is a positive correlation between goods zoning and the activity of visiting shopping centers, while there is a negative correlation between consumer psychology, scene preference, atmosphere and degree of interest. The negative correlation between consumer psychology and degree of interest is the strongest. It indicates that consumers are satisfied with the current goods zones. While other aspects of

the shopping center need to be improved.

5. Suggestions on the optimization scheme of “Chinese fashion and trend” shopping malls based on consumer preference

AIDEES model divides consumer psychological development into six stages: Attention, Interest, Desire, Experience, Enthusiasm, and Share. Based on the six stages and the empirical analysis of the previous chapter, the author puts forward an optimization scheme for “Chinese fashion and trend” shopping malls.

5.1 Attention

Based on this survey, it is found that more than 70% of respondents like shopping malls with the theme of "Jiangnan characteristics", and more than 50% of respondents like shopping malls with the theme of "ancient characteristics". Therefore, shopping malls should cater to consumers' preferences in decoration design and attract consumers. Haishishantang shopping mall in Suzhou does a very good job in integrating the local traditional Gusu architectural elements into its interior design. All the sections are decorated with Suzhou tile eaves making consumers feel like being in a miniature garden.

5.2 Interest

It is found that 78.32% of consumers buy "Chinese trend" products in physical stores, indicating that consumers have a high consumption desire while visiting shopping malls. In addition, women are the main group of consumers who visit shopping malls. Consumers with higher budgets are more likely to be attracted by their advertisements and most consumers like intelligent shopping guide. Combining these factors, shopping malls rely on Internet Technology for publicity. If public activities in the mall develop some linkage between live streaming and brand merchants by asking some anchors and Kols to "explore" the shopping center, it can be a good way to attract consumers' interest.

5.3 Desire

Consumers who are interested in visiting the theme shopping malls will also have the desire to buy the corresponding "Chinese fashion" products. In addition, the author found in the survey that consumers have high expectations for shopping malls to hold national culture events. No matter promotion activities, exhibitions, performing activities or market activities, the proportion of expectation for these events is more than 50%. Among them, the highest expectation value is promotion activities, accounting for 72.6%; the second is exhibition activities, accounting for 63.3%. It can be concluded that appropriate price reduction and the launch of themed activities will increase consumers' desire to consume. As people's demand and requirements for products increase, shopping malls need to grasp the psychology and consumption concept of major consumers. Innovative, designed, meaningful, high-quality and cost-effective national trend products should reach consumers through promotion, exhibition activities and other ways, so as to enhance consumers' consumption desire.

5.4 Experience and enthusiasm

Through the survey, the author learned that the atmosphere of shopping malls has a great impact on consumers' experience and enthusiasm in shopping malls. Consumers who care about the overall atmosphere of shopping malls often go to shopping centers more frequently than other respondents. Therefore, the atmosphere of the shopping mall should not only create the characteristic theme style, but also meet the preferences of consumers in other aspects like shopping mall cleaning, lighting and background music. Shopping malls may tailor their own customer groups to conduct targeted research on customer preferences.

Consumers have demand for all kinds of customized services, and the proportion is more than 40%, among which the choice of personalized shopping mall information service and customized service accounted for 75.93% and 68.46%, respectively. Therefore, it is necessary to launch product customization services of specific brands, provide customized goods, and bring more intimate and personalized service experience to consumers. Consumers will generate greater enthusiasm for consumption by experiencing personalized services.

Finally, most consumers prefer clear goods zoning. Shopping malls should have clear and convenient product layout for easy selection. In addition, in order to enhance the enthusiasm of consumers, theme shopping malls need to innovate in the content and form of marketing activities to bring new consumption experience to consumers. Under the trend of stall market and night market shopping malls can create market events to attract customers.

5.5 Share

Through regression analysis, the author found that shopping malls are better at goods zoning at present, but the two variables of "consumer psychology" and "degree of interest" are negative. Combining descriptive analysis and current situation analysis, the author believes that the current "China trend" theme shopping malls have not aroused consumers' desire to actively share the information about theme shopping malls.

Shopping experience only be shared when consumers' general attitude towards "China trend" theme shopping centers is positive, as well as the feedback to theme creation, atmosphere creation and service quality is positive. The word-of-mouth instead of shopping center promotion activities can be expanded indefinitely through sharing among consumers.

References

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