SURVEY AND ANALYSIS ON CONSUMER SATISFACTION OF TAOBAO

APPAREL INDUSTRY

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SURVEY AND ANALYSIS ON CONSUMER SATISFACTION OF TAOBAO APPAREL INDUSTRY

Thematic Certificate

To

CHUNQIU NA

This Independent Study has been approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

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Abstract

Title:	Survey and Analysis on Consumer Satisfaction of Taobao Apparel Industry
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In recent years, Taobao's consumption has grown rapidly, and the competition among commerce has intensified. In the increasingly fierce clothing line sales, timely understand the customer satisfaction situation, accurately grasp the influence factors of consumer satisfaction, take effective measures to improve its product quality and service, constantly strive to improve the core competitiveness of Taobao. Taking Taobao apparel industry as an example, this paper expatiates on the basic concept and influencing factors of consumer satisfaction in combination with relevant research theories of consumer satisfaction at home and abroad .All the factors, finally, for the taobao shop sellers to put forward the corresponding suggestions and countermeasures.

Keywords: Taobao, Apparel industry, Consumers, Atisfaction

摘　要

题目：	淘宝网服装业消费者满意度调查与分析
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2018 ／ 4 ／ 9

　　近年来，淘宝网的消费规模快速增长，电子商务之间的竞争也愈演愈烈。在日益激烈的服装业线上销售中，及时了解消费者的满意度情况，准确掌握消费者满意度的影响因素，对淘宝网采取有效措施改善其产品质量和服务，不断努力提升淘宝网的核心竞争力至关重要。本文以淘宝网服装业为例，结合国内外有关消费者满意度的相关研究理论，对消费者满意度的基本概念和影响因素等进行阐述；通过对淘宝网服装业消费者群体和满意度的调查分析，形成影响消费者满意度的各项因素；最后，针对淘宝网服装业卖家提出相应的建议与对策。

关键词：淘宝网；服装业；消费者；满意度

Acknowledgement

After months of busy and studying, the graduation thesis is drawing to a close. Because of the lack of experience, there are many ill thought out places, and it is hard to imagine that it would be hard to accomplish the design without supervising the teacher's supervision and guidance. Now I find that my own growth is inseparable from your support and help, and I'm glad I'm living in such a space. I would like to extend my most sincere thanks to those who helped me and encouraged me. First of all, thanks to my instructor, Qiu Chao, in the design of this graduation thesis, as my instructor, although weekdays there is a great variety of work, but in my graduation design each stage, from the topic to review data, as well as the outline of the thesis, and the revision of the mid term paper, late thesisthe format adjustment and other links have given me the guidance. His rigorous work style, profound knowledge, and the amiable personality charm will have far reaching influence on me. Besides, I have learned a lot about being a human being. Writing graduation thesis is a learning process, the completion of the paper, has laid my ability, it will help me in the future work and study more confident. Finally, thanks to all the teachers and students who accompany me in the past two years, your trust and encouragement are the driving force for me! Also thanks to my friends, thank you for giving me encouragement in my frustration, to give me support during the loss, thank you and me all along the way, in this process I feel very warm! For those who support and love me, I will work harder and work well! Live a good life! Here, I extend my sincere thanks to my instructor, my team members, and thank you for your strong support and help.

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CHAPTER 1

INTRODUCTION

1.1 Research Background

The popularity and popularization of online shopping is quietly changing the traditional consumption concept of Chinese people, and the low price and convenience of online shopping make it more and more popular among consumers. Housekeeping, home shopping is not only a consumption pattern for some young people or even many middle - aged and old people. According to China's e commerce research center (100EC). According to the monitoring data of CN, China's clothing online shopping market reached 934.3 billion, yuan in 2016, an increase of 25% year on year, and the penetration rate of the clothing network reached 36.9%. As Asia's largest shopping site, Taobao's consumers have a preference on clothes shopping, what kind of clothing stores meet the requirements of consumers, the consumer's clothing online shopping experience, hope through the research of this article, provide the consumer experience data of the taobao.com clothing industry for many clothesthe industry's seller reference, designed to be able to provide the basis for the development of consumer satisfaction and marketing strategy in the future of Taobao.com Clothing Industry.

1.2 Research Meanings

In recent years, the network shopping industry has become more and more prosperous, with the development of commerce operation theory, many scholars have found that consumer satisfaction is crucial to the development of commerce. This paper mainly deals with the three dimensional construction of network shopping, clothing industry and satisfaction. Based on the questionnaire, the customer

satisfaction data of Taobao clothing industry was studied, and the relationship between customer satisfaction and Taobao's clothing industry was studied. On the one hand, through the customer satisfaction evaluation can guide the seller how to improve the operation activities, help Taobao clothing industry stores to improve consumer loyalty, so as to improve the overall image of the store and reduce the cost of publicity for the seller to increase profits,on the other hand, conducting consumer satisfaction surveys helpthe seller understands the buyer's evaluation of his own store so as to succeed in commerce competition, so it is of great theoretical and practical significance to carry out the survey and analysis of consumer satisfaction survey and analysis.

1.3 Research Content

According to the research on customer satisfaction at home and abroad, this paper refers to the corresponding theoretical documents, combined with the current situation of consumer satisfaction research in taobao.com clothing industry, according to the relevant background of Taobao apparel industry, the consumer satisfaction evaluation index is established. Through questionnaire design, questionnaire, sample data collation and analysis, the main factors that influence consumer satisfaction of Taobao apparel industry are obtained, and corresponding suggestions and countermeasures are put forward for sellers of Taobao.com.

CHAPTER 2

OVERVIEW OF CONSUMER SATISFACTION THEORY

2.1 Definition of Consumer Satisfaction

Consumer satisfaction is the matching degree of consumer expectation and consumer experience, the consumer's personal need for service and the experience of the past enjoyment of service, plus the word of mouth surrounding a company's service constitutes the customer's expectation of service（Chang, 2013）.

In essence, customer satisfaction reflects a psychological state of the customer, which comes from a comparison of how customers feel about their product service consumption and their expectations. That is to say, "satisfaction" is not an absolute concept, but a relative concept. Enterprises can not close door building, the attachment to their own services, service attitude, product quality, price and other indicators to be optimized subjective judgments, and should investigate the products provided and customer expectations, requirements and so on the degree of how.

2.2 A Survey of Foreign Studies

In the 1990s, foreign scholars defined customer satisfaction as the matching degree of expectation and customer experience. In other words, the index is derived by comparing the perceived effects of a product to its expectations. Berry first used consumer surplus value theory in 1970 to explain customer satisfaction, i.e. The difference between the total value of the customer's products (services) and the total cost of the customer. Customers will be satisfied if the value of the customer is positive, otherwise, they are not satisfied. Cardozo published his paper in 1989 that, the model of service brand equity was a key factor in the success of the business.

In the late 1990s, the definition of Philip Kotler emphasized the value orientation of consumer satisfaction: when a customer's consumer experience satisfies the state of mind after perception, in other words, the satisfaction of the customer is

that the effect of expectation and perception is the result of botha function of difference between a level of demand.

2.3 Review of Domestic Research

In 1995, Professor Zhao Ping, Tsinghua University, introduced the concept of customer satisfaction at home. After that, many scholars actively construct Chinese customer satisfaction model suited to their national conditions（Hou，2014). In 2003, Wang Chunxiao suggested that customer satisfaction is an important prerequisite for customer loyalty, and customer satisfaction is a necessary condition for customer loyalty. In 2007, Liang Yan builds customer satisfaction index model, including value perception, corporate image, product quality perception, overall quality perception, service quality perception, customer satisfaction, customer relationship and customer loyalty 8 structural, variables. The Customer Satisfaction Index in Customer Satisfaction is a very effective measure and recognition of the customer's recognition of the business, the satisfaction of products and services, and the repurchasing tendency.

From a marketing point of view, the main job of emerging markets is to attract customers, but it is much more important to retain customers when the market goes into maturity Along with the development of commerce enterprise in China, the enterprise regula, because losing a loyal customer is equivalent to losing eight potential customers.rly inspects the customer satisfaction and loyalty appear. It is especially necessary.

CHAPTER 3

CURRENT STATUS OF TAOBAO DEVELOPMENT AND

ANALYSIS OF CONSUMER GROUPS

3.1 Development of Taobao

3.1.1 The Number of Users is Huge

China's first online transaction was completed in 1994, and commerce has so far been in China for more than a decade. In these years, China's commerce has never matured gradually to mature, the penetration and popularization of the network has changed the traditional consumption concept of many people, online shopping has become more and more popular because of its convenience and low price. At home, home online shopping has become a favorite mode of consumption for many young people and even some middle aged people. As the largest retailer in the Asia Pacific region, Taobao was founded by Alibaba Group on May 10, 2003. Fig. 3. As a result, Taobao has most of China's online shoppers, accounting for nearly 60% of China's online shopping market（Peng，2013).

Figure 3. 1 Top 10 list of China's online retail market in 2016
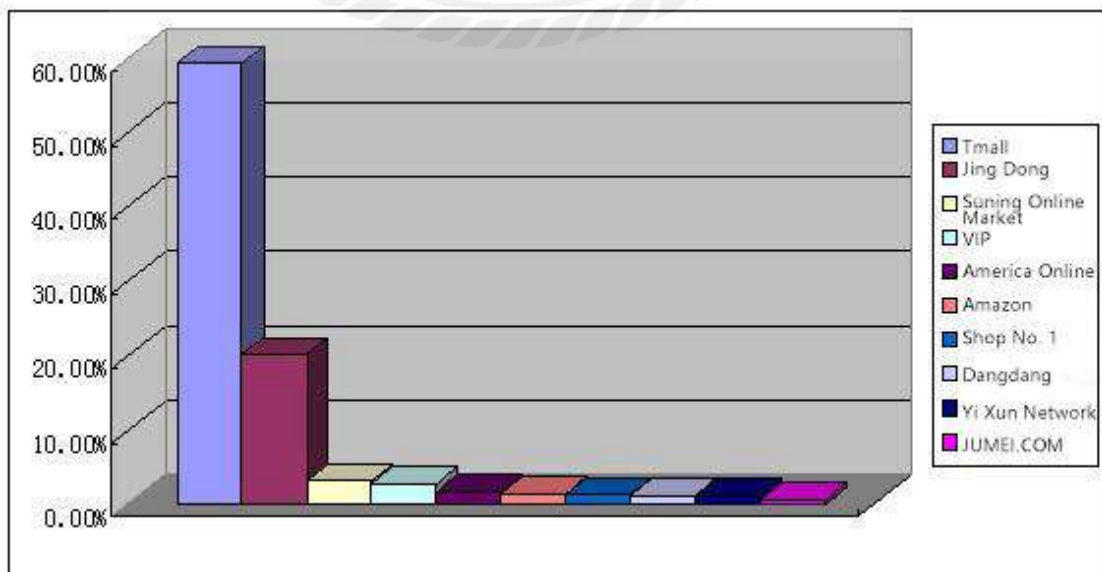
3.1.2 Sales are Growing Fast

In China, C2C commerce currently represented by "Taobao" has made rapid development. According to the report, Alibaba Group breached Rmb3tn in the 2016 ecommerce, volume (GMV). Wal Mart spent 54 years, as the world's largest retail platform with 22.2 million people, using only 8,000 small two to reach the business efficiently for 13 years. This means that the traditional business era has come to an end, and the new online economy has been born.

According to Zhang Yong, CEO of Alibaba Group, as the new ecological environment is improving, Ali thinks more is to promote domestic demand, solve employment, pull rural economy and so on to undertake more social responsibility. "Three trillion is just a new starting point. The secret behind the 3 trillion, is that after more than 10 years of accumulation, Alibaba generates enormous commercial value through data acquisition. More importantly, Alibaba keeps its data open to the whole community,doing business innovation and developing infrastructure,like "hydropower coal" in the industrial age, generating greater social value.

"Three trillion is a value that believes' altruism 'and' sharing 'to each other's incentives to win win. "Zhang Yong admitted. According to the data, Wal Mart's global store number 11000 stores,, the world has 2.2 million employees. There are only 8,000 smaller, Alibaba Chinese retail platforms, with tens of millions of jobs. Alibaba's big data, cloud computing, payments, logistics and other new technology platforms are becoming the infrastructure of the new era of business, and the ecological circle is growing increasinglyappearing（Liu, 2013).

Since its inception in 2003, Alibaba has initially completed the "online economy" ecosystem construction, as an economy operator, Alibaba has achieved global attention in the construction of business facilities such as commerce, finance, rookie and cloud computing.

3.1.3 Kinds of Commodities are Rich

Data from Alibaba Group's prospectus showed that by the end of 2016, 8.5 million, sellers of Taobao posted of the 3.7 billion items, there are 120 different categories of products, 2350 sub category items. The luxury cars of the world's brands have also been handmade by Chinese ethnic minorities, even fresh food in the kitchen market, and a price tag of millions of urban apartments. In addition, Liu Ying, the head of Taobao clothing and clothing operations in 2016, told the online business reporter "Taobao clothing industry's positioning this year is very clear, and what we're going to do is go out of fashion." In the clothing industry, so called "hundred flowers bloom", directly pointed to the variety of styles, that is, let the consumer have more choice. And "fast fashion" comes from Taobao C2C's new arrival mechanism characteristics, that is, the seller can quickly respond to the market launch some of the commodities. Table 3 .2 Take Taobao apparel industry as an example, the breakdown of the commodity category is as follows:

Table 3 .2 Taobao Shop Operating Goods Subdivision in 2016

Merchandise category	Subcategory			
Lady's skirt	One-piece dress	Mid - Length Dress	Short sleeve dress	Half - skirt
	Long sleeve dress	Chiffon skirt	Cowboy Dress	Mid - Length Half - Length Skirt
	Cowboy skirt			

Lady's trousers	One-piece leotard	Jeans	Pencil pants / pencil pants	Shorts / hot pants
	Broad- legged pants	Harem pants	High- waisted trousers	Cotton and linen pants
	Seven / tenths pants	Distressed hole jeans	Leggings	Casual pants
Lady's coat	Down jacket	Shirt	Tshirt	Chiffon/ Lace Sweater
	Knit sweater	Small suit	Blouson	Windbreaker
	Dress shirt with long sleeves	Wool coat	Vest/ Camisole	Wei Yi
	Genuine leather coat	Cotton-padded clothes		
Other women's clothing	Large size women's clothing	Middle - aged and old women's clothing	Working attire / work clothes / school uniform	Wedding / dress / cheongsam
	Tang dress / national / stage clothing	Ma Jia	Imitation leather coat	
Men's coat	Tshirt	Shirt	Jackets like that	Suit
	Polo shirt	Sweaters/	Vest	Leather coat

		Knitted Sweaters		
	Cotton-padded clothes	Down jacket		
Men's trousers	Casual pants	Jeans	Tailored pants	Overalls
	Harem pants	Beach pants		Leather pants
	Down - filled trousers			
Other Menswear	Middle - aged and old men's wear	Large size men's clothing	Work uniform	National costume

3.1.4 Logistics Delivery is Convenient

Taobao is still at a rapid expansion, and costly logistics construction costs are natural. Commerce is actually a long chain for Taobao, and Taobao's clothing industry almost covers the production and final logistics delivery of traditional commercial front end products. The National Bureau of Statistics data show that in 2016, the national express service industry completed a total of 312.8 hundred million pieces, more than 70% of them come from online retailing. The national express service industry has revenues of RMB 400,000,000 yuan, and the number of express delivery in seven provinces exceeds the 1 billion, mark, respectively, Guangdong, Zhejiang, Shanghai, Jiangsu, Beijing, Fujian and Shandong, all the eastern coastal developed provinces. Taobao itself has no subordinate express company, but Taobao has a logistics platform. Relying on its Internet system advantage, provides users with Taobao recommended logistics, 365 day service, and so on. As shown in Figure 3.2,

Taobao logistics partners mainly include SF Express, Post EMS, shentong Express, Huitong Express, Circular Express, Yunda Express, daily express, Zhongtong Express, E - mail Bao, homestead and so on.

Figure 3 .3 Logistics market share map of Taobao cooperative express company
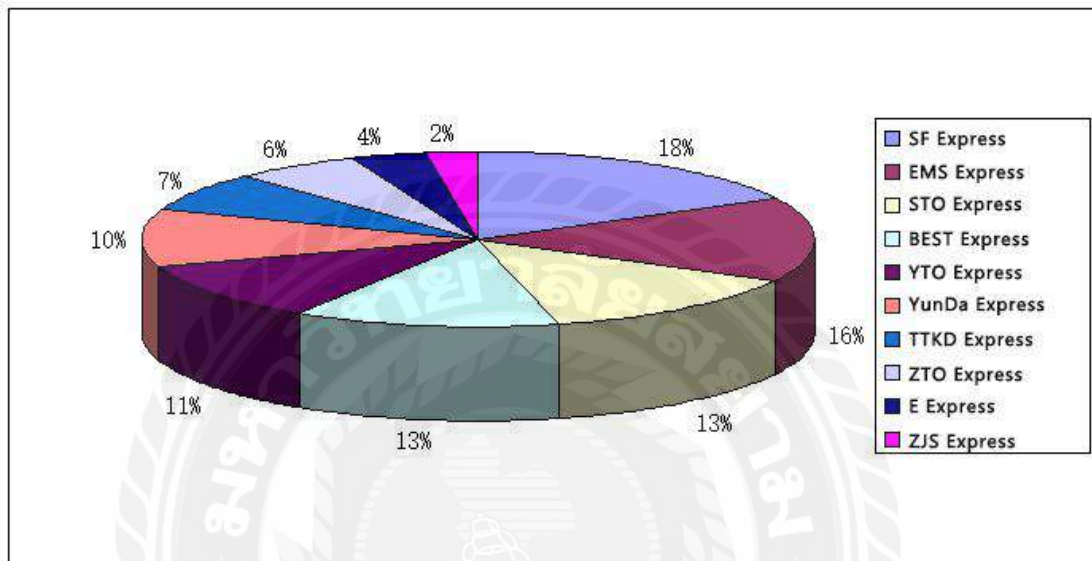
3.1.5. Increase Profits Every Year

Because familiar with the shopping habits and preferences of a new generation of consumer groups, Taobao has extremely high loyalty levels. Taobao takes advantage of the Internet itself and extends its tentacles to the mass retail market. Taobao users surpassed 800 million, users in 2016. According to the latest data released by Ai Rui on the 2013 - 2014 Taobao annual monitoring report, Taobao's clothing market revenues were up to 125 in, 2014. 9 billion yuan, year on year growth of 28. 5%, overall growth is fast.

3.1.6 The Speed of The Transaction is Accelerated

Traditional business shopping is to go to the mall, many people are busy with work, there is no extra time to go shopping, Taobao's appearance solves this problem, on taobao.com, can be available for consumers to choose products and

services more diversified, consumers get product information is very convenient ,Households can carry out the comparison of products and prices within a larger range. In addition, consumers have achieved great autonomy through personal custom, auction, and so on. As a registered buyer of Taobao, you can place orders at any time or place, save a lot of time and energy, improve the efficiency of shopping.

3.2 Analysis of Consumption Groups of Taobao Clothing Industry

China is a country with a long history, a vast country and a large number of nationalities, and consumer demand for taobao.com clothing industry has also varied. So the consumer group of Taobao's clothing industry is a large and complex group. In our country, in terms of purchasing power as standard, the basic performance is from the affluent, well off to the full of various levels of clothing industry consumer groups. From the region, there is a general purchasing desire and purchasing power from the southeast to the north west decline.

3.2.1 At The Age Level, Buyers Aged 18-30 are The Main Forces in The Clothing Industry

From Figure 3.4 It is clear that buyers aged between 18 and 30 are the dominant force in Taobao's clothing industry, accounting for 70 per cent of the total population. Among them, the highest number of transactions in the 18 to 24 year olds is the highest number of deals for this age group, but the group's order price is low. Because most of this age group is a college student or a new person in the workplace, it doesn't have a high economic income perse, but likes to keep up with the trend and the price is relatively cheap. The buyers of 25 to, 30 years old are in a more balanced node in terms of unit price, number of transactions and number of times. This is because most of the buyers in this age group are relatively independent and have a certain disposable income, for work needs and their own needs, for clothingthe style,

fabric and quality all have higher requirements, no longer blindly follow suit, but to combine the actual situation to choose. More than 40 years, old, Taobao buyers basically have a more stable income group, they are buying clothes, the unit price of clothing will be significantly higher than the previous two age groups, the purchase success rate is relatively high, the brand will reflect a certain loyalty. Buyers of this age group are already married and have children, and their social and family responsibilities are more important than one age group, which is the main reason for the decline in the number of buyers. Buyers of each age group vary depending on the degree of education and literacy.

Figure 3. 4 The consumption ability chart of all ages of the consumer group of Taobao clothing industry
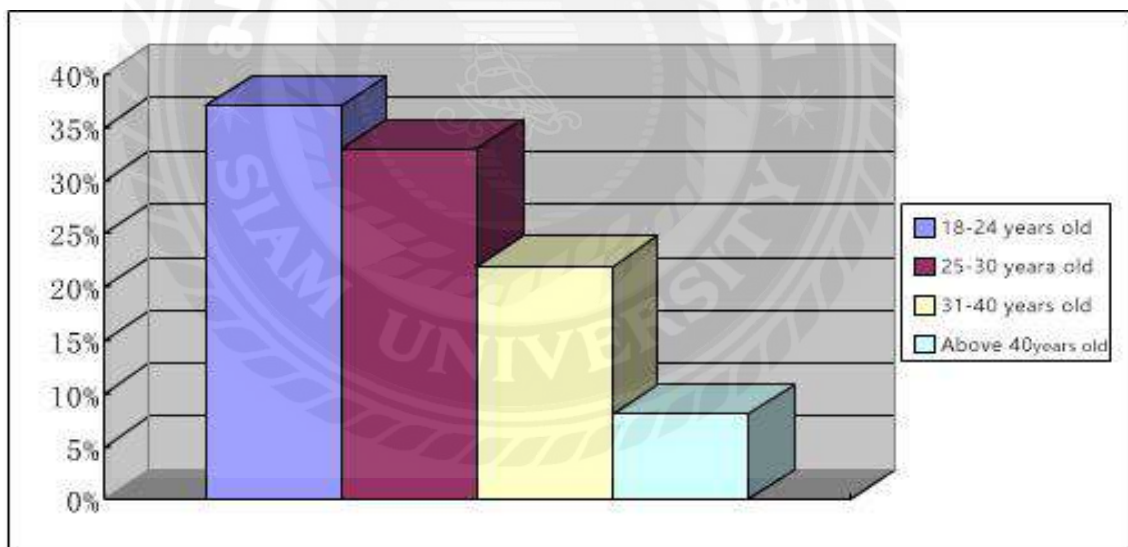
3.2.2 At the Gender Level, Female Buyers are an Important Consumer Group in the Clothing Industry of Taobao

After more than ten years of development, Taobao gradually matured. As shown in Figure 3.4, women significantly outnumber men's online shopping frequency. In addition, Taobao clothing industry shopping frequency in more than 35

users, women accounted for nearly 19 percentage points more than men. It is clear that female users are an important consumer group for users of Taobao clothing industry.

Figure 3 .4 A Gender Comparison Diagram of Shopping User Network of Taobao Shopping in 2015
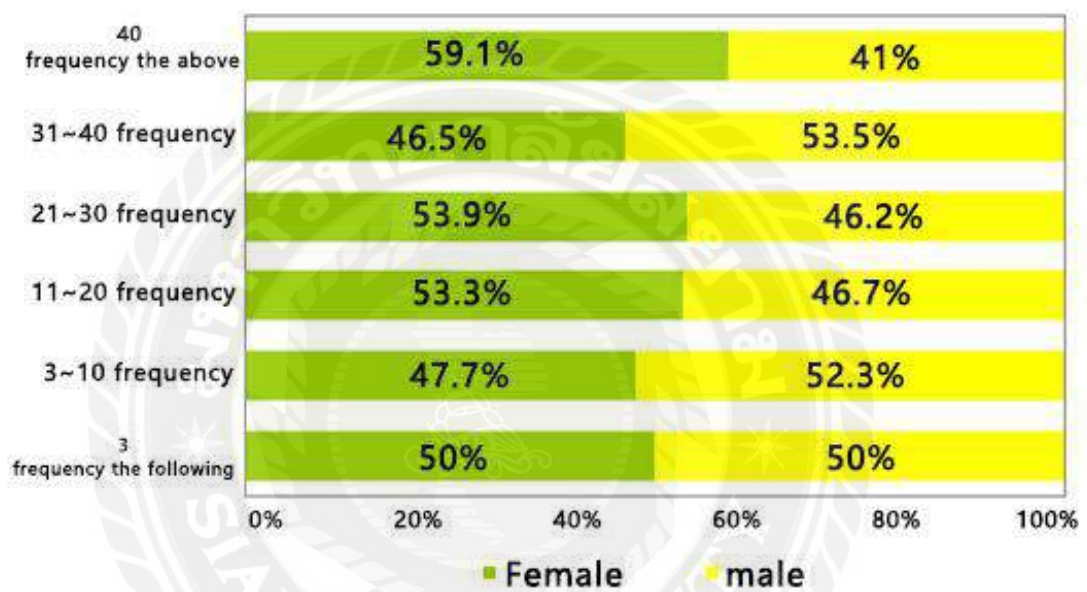
3.2.3 From the Level of Income, Buyers are Mainly Middle and Low - Income people

Figure 3. 5 Personal Monthly Income Statement for Users of Taobao Clothing Industry in 2014
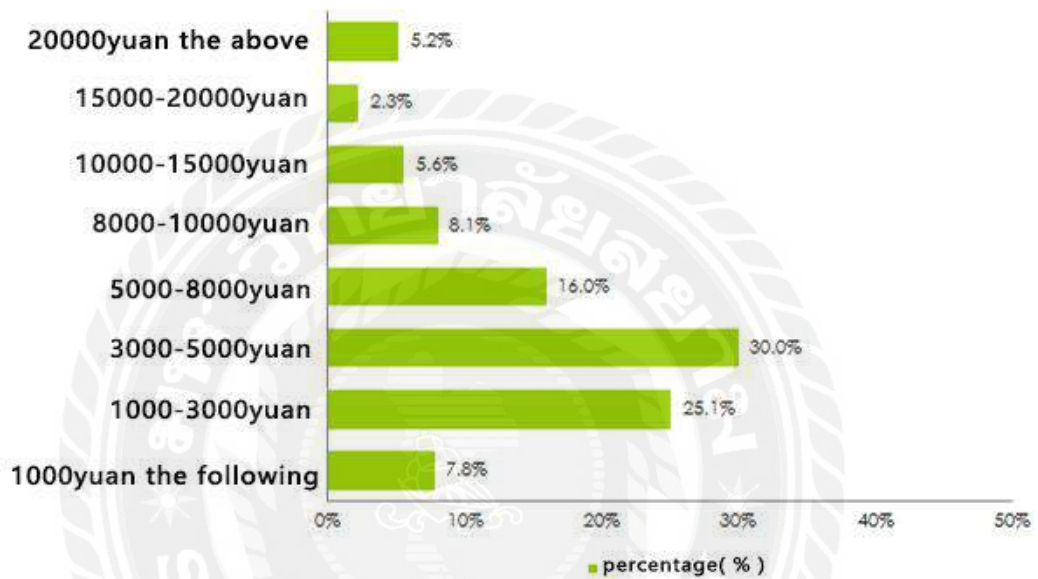
According to the survey, Taobao buyers monthly income of 3125 yuan, most of the concentration of 3,000 yuan to 5000 yuan, personal monthly income of more than 8000 yuan, Taobao buyers accounted for only 21.4％. As shown in Figure 3.5, Taobao users' personal monthly income of more than 2,500 yuan, up to 66. 7%, mainly in middle and low income people, Taobao users income level is generally higher than other commerce enterprises. The main reason is that the overall price level of the goods in the clothing industry of taobao.com is lower and the user group is relatively concentrated.

3.2.4 From the Level of Education, Every Year, the Development of Highly Educated Population

According to the latest statistics released by the National Bureau of Statistics, China Online Clothing Industry Development Report, published by the National Bureau of Statistics, showed that in 2014, the market of online clothing industry reached 845.2 billion, yuan, year on year growth of 21. 6%. As shown in Figure 3. As shown in 6, Taobao clothing industry consumers show younger, higher education and other white collar characteristics year by year. More than 80 percent, of users in Taobao are below 40, with more than 35 percent of them having a bachelor's degree or above, which means online clothing shopping has become increasingly popular with highly educated consumers.

Figure 3. 6 Subdivision of consumer education for taobao.com clothing industry
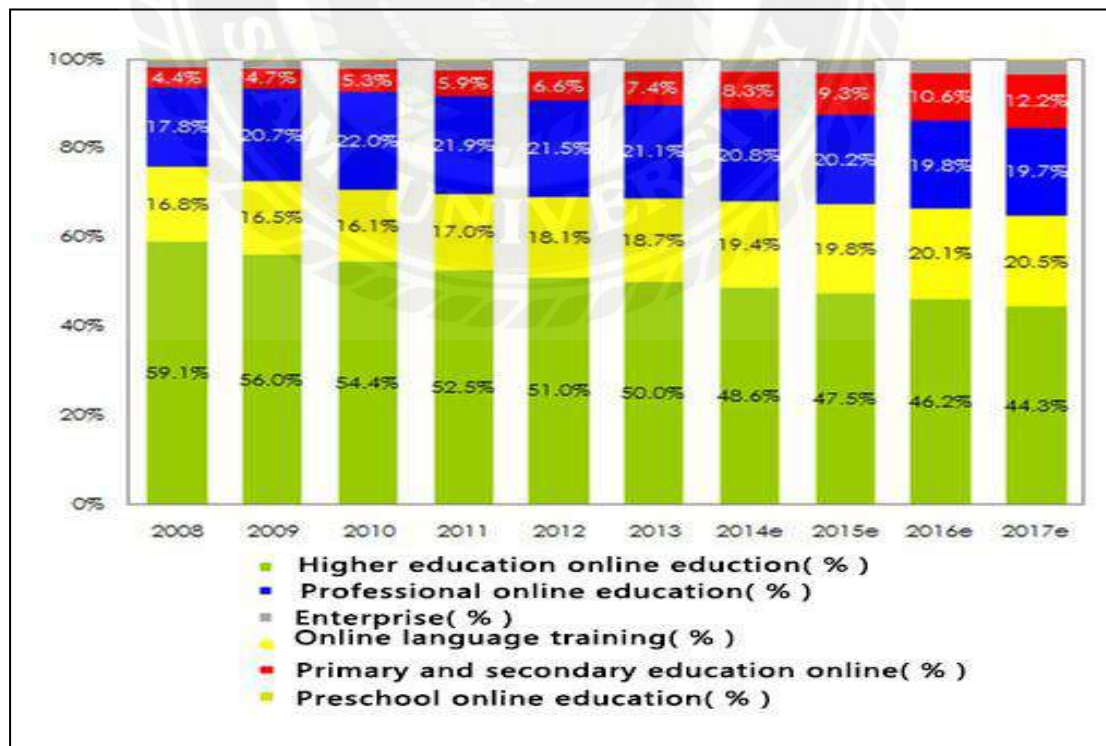
3.3 Buy Behavior Characteristics of Consumer Group of Taobao Clothing

Industry

The purchase behavior of clothing consumers is different from the purchase behavior of other tangible products because of the differences, physical, production and consumption inseparability and non storage. The purchases of consumer groups in Taobao's clothing industry mainly include the following four categories:

3.3.1 Impulsive Purchase Type

The buyers in this category are apparently more than 20 percent, more likely to be male than male buyers, in part because the female buyers are impulsive and often buy something that is not going to be worn for the time being. The age stage is mainly concentrated in the post 80s and 90s. Among them, 37.2% students occupy a higher share, they buy clothing category items on taobao.com is completely without a plan, instantaneous produce a strong desire to buy, and to intuitively feel the main. According to the survey, more than half of the impulse to buy a buyer's degree is undergraduate and above, per capita monthly income of 2672 yuan, more than 40% of the buyers monthly income of more than 3000 yuan, such buyers concentrated in Guangdong, Beijing, Shanghai, Zhejiang, Jiangsu and other places.

3.3.2 Fashion Personality Type

Among the buyers, male buyers were apparently more than 20 per, cent higher than female buyers. The fashion personality type buyers are mainly 80 years, old, such buyers are very concerned about the surrounding people's evaluation of their clothing, so their purchase behavior is often influenced by others. Their average age is 27, more than half of the buyers are undergraduate and above, and the office population is 59.4%, per capita monthly income 3268 yuan, more than 40% of the buyers pay more than 3500 yuan. On Taobao, clothes with the words" popular goods",

"hot goods" and so on are very good to sell. Such buyers are concentrated in Guangdong, Beijing, Shanghai, Shandong, Hunan and Sichuan.

3.3.3 Rational Consumption Type

The rational consumption of female buyers is about 10% higher than male buyers, and generally higher education. The age stage is mainly concentrated in 70, 80, accounting for 70% of the total consumer group, the average age is 30. When they buy clothes, the most attention is the price, followed by the quality, of which the office crowd is 62 .7%, most of which are most concerned with the pros and cons of the product itself and whether they really need it. Such groups per capita income of 2842 yuan, per person, more than three or more buyers monthly income of more than 2,500 yuan, most buyers concentrated in Zhejiang, Jiangsu Province and other places.

3.3.4 Luxury and Shoulder

Among the buyers, the average age is 80, 90, accounting for 70% of the total consumer group and the average age of 25. More than 40% of luxury type buyers have a bachelor's degree above the undergraduate level. For this category of buyers, the store itself needs the quality and service advantages of absolute confidence, of which 58.7%, percapita monthly income of 3957 yuan, more than 50% of the buyers monthly income 3500 yuan, most of the buyers concentrated in Guangdong, Zhejiang and other places

CHAPTER 4

SURVEY AND ANALYSIS OF CONSUMER SATISFACTION IN

THE CLOTHING INDUSTRY OF TAOBAO.COM

4.1 A Survey of Consumer Satisfaction in Taobao Garment Industry

4.1.1 Questionnaire Design

1. Purpose of investigation

Based on the questionnaire survey and survey data collected in the field, this paper analyzes the overall sales situation of the clothing industry of Taobao, analyzes the loyalty of people's shopping in taobao.com clothing store, understands the online shopping demand, consumption habits and the factors that affect the buyers' choice of clothing storeaccording to the survey results, the suggestions and countermeasures for improving consumer satisfaction of taobao.com apparel industry were put forward.

2. Survey content

The article comprehensively analyzes the development and disadvantage of Taobao's clothing industry, and compares with the real and garment industry and other apparel commerce enterprises.

3. Investigation methods

On the spot investigation based on the street random questionnaire, the relevant book data, calendar year survey data and so on.

4. Recovery Rate of Questionnaire

In this survey, 800 questionnaires were randomly sent, and 786 were valid questionnaires, and the recovery was 98 .25%.

4.1.2 Sample Overview

The sample is divided into male and female by sex. Age is divided into 18 an,d below, ages 18 to 25, ages 26 to 35, 36 to 45, 46 to 55, 56 to 65, and 65 and

above. The profession is divided into government office workers, public institutions workers, farmers and fishery workers, farmers, students, individuals, unemployed or retired.

Table 4 .1 Sample Basic Features Statistical Classification Table

Population Characteristics	Class Item	Number of people	Proportion
Gender	Male	SOO	38.17%
	F	486	61.83%
Age	18 years old and below	50	6.45%
	18 to 25 years old	194	24.73%
	26 to 35 years old	177	22.58%
	36 to 45	156	19.89%
	46 to 55 years old	101	12.90%
	56 to 65 years old	76	9.67%
	65 or older	29	3.76%
Employment	Government agency worker	80	10.21%
	Public institution worker	156	19.89%
	Farmworker	51	6.45%
	Sodbusters	34	4.30%
	Students	200	25.27%
	Self Employed	135	17.20%
	Unemployed or retired	131	16.67%

4.2 Analysis on the Status Quo of Consumer Satisfaction in Taobao.com Clothing Industry

4.2.1 Quality

Based on the analysis and recovery survey, consumers in taobao.com clothing industry pay attention to clothing quality and price. From figure 4 .It is clear that the customer satisfaction is the most closely related to the product quality. According to the relevant responsible person of the State Administration of Industry and Commerce, after each year's"double 11", the number of services such as the number of complaints increased, online shopping service is still a hot spot, only return is the year's major commerce complaints" hit the disaster zone". At present, Alibaba founder Jack Ma also mentioned "If not improve the quality of products, Taobao in the domestic and foreign market competitive advantage will be difficult to play, fake and fake commodities not only harm consumers, but also the future of Taobao. On EMC.com.

Figure 4 .2 Distribution profile of consumer concern of Taobao clothing industry
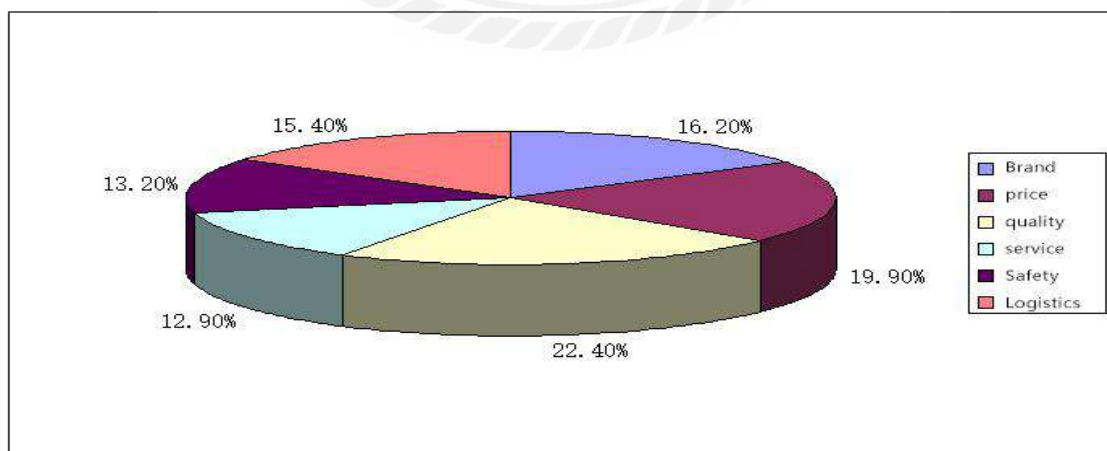
1. Is consistent with the seller's description

Since July 2013, Taobao began to implement consumer protection services, among which, commodities accurately describe the required options for adding consumer protection services. As shown in Figure 4 as shown in February, 53% of buyers in the survey found that clothing purchased at Taobao's clothing store didn't match the seller's description. This shows that the goods can not be described as an important indicator of the quality and content of online shopping clothing. Therefore, the seller described the costume of the picture must be in kind, the pictures taken to be loyal to the dress itself. At the same time, the seller should objectively describe the style, model, color and style of each item in the store, and can't lie about the clothing quality or clothing performance and false promise clothing practical effect. If clothing has shortcomings, be sure to inform consumers clearly. In addition, the seller also needs to update the clothing information timely, accurate and timely to convey the latest relevant information to the buyer.

Figure 4. 2 Evaluation charts of sellers of taobao.com clothing industry
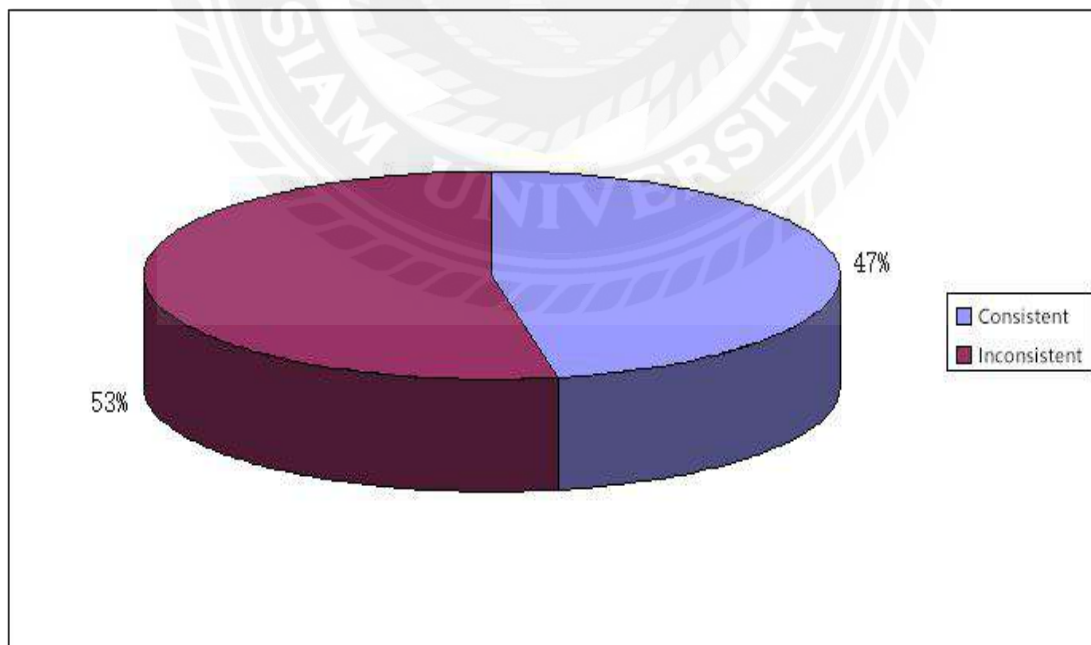
2. Is the measurement standard

The so called sizes in online shopping mean that buyers who buy clothes don't account for the size of the products they receive when they browse the Web page. As shown in Figure 4. As shown in March, 64% of buyers in the survey considered clothing sizes to be standard, while 36% believed that clothing sizes purchased at Taobao's clothing store were not standard. Because the material, elasticity and thickness of the garment will affect the buyer's size selection, the seller should make a comprehensive dress size checklist. At the same time, in order to express the size of the size more clearly, sellers can build a complete size comparison sheet through the data on the models they try on, allowing buyers to quickly find their own size. Since the selected measuring tool may vary from 1 cm to 2 cm, the buyer and agent should be reminded of the understanding in the course of the transaction.

Figure 4. 3 Evaluation charts for size standard of taobao.com clothing industry
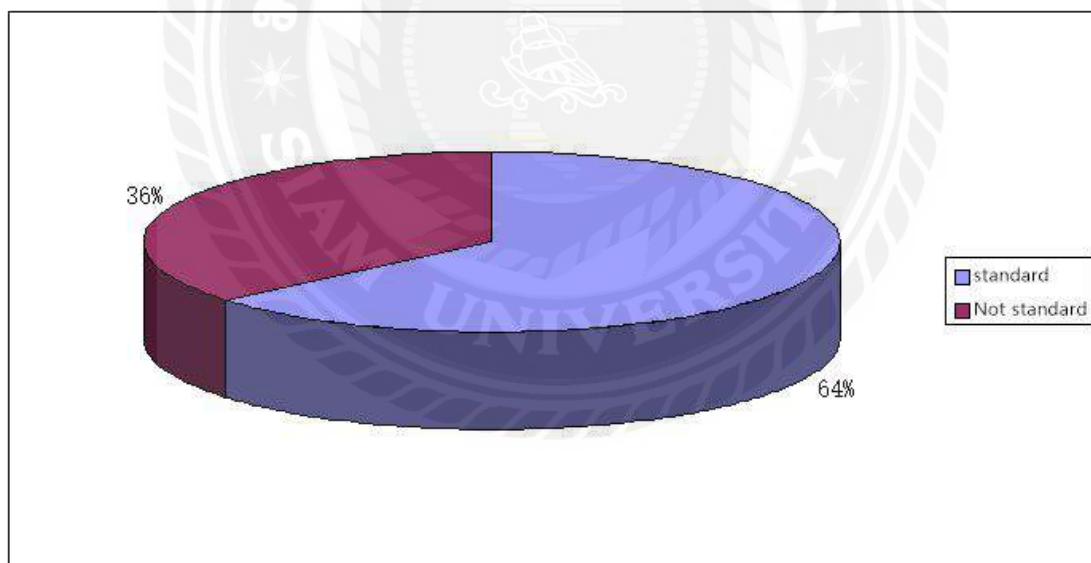
3. Dress Style

In a survey conducted by the Southern Metropolis Daily in 2015, 65 percent to 90 per cent of online shoppers focused on the style rather than the brand, as shown in figure 4 as shown in table 4.5. More than 20% of buyers believe that Taobao's clothing styles are more likely to be sold on the market than on the market. But there are still 24.20% of buyers think their style is too low, on the one hand, because

Taobao's clothing, though overall, accounts for 29.40%, but various clothing stores repeat or similar clothes too many, on the other hand, Taobao still has not enough appeal for some foreign line clothing brands, the latter has not settled on Taobao's plan for a short time, leading to the lack of some big brand support for the Taobao clothing industry, the style is notas a brick and mortar store.

Figure 4. 4 Design, evaluation of buyers of taobao.com clothing industry
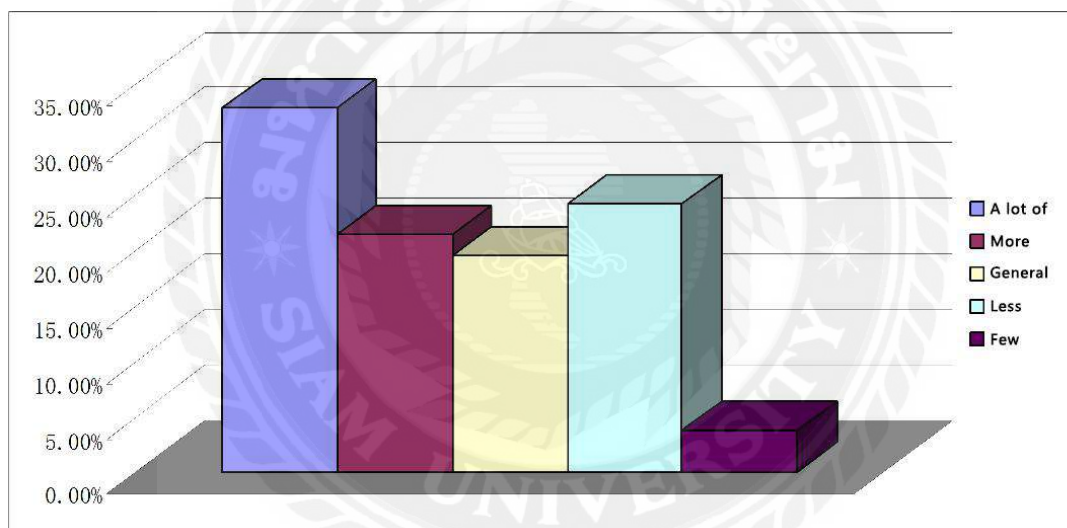
4.2.2 Service

　　　1. Before-sales services: As shown in Figure 4. As shown in 5, the pre sale service is often overlooked by the seller in the clothing industry of Taobao.com, mainly reflected in the clutter of the store, the customer's lack of detailed introduction instructions and the store page without the corresponding advertising and so on. Buyers, especially Taobao's clothing stores, do not know the expertise of certain clothing. For example, when buyers are buying a windbreaker, they face a variety of styles, styles of windbreaker, don't know what kind of style is suitable for everyone,

what kind of style is the most suitable for oneself. Therefore, buyers need to understand the relevant clothing knowledge before purchasing, Taobao clothing industry seller, if able to good consulting services, customer service knowledge training, free guided buyer consumption and other work can help consumers to make purchasing decisions as soon as possible.

Figure 4.5 Survey, of the Satisfaction Survey of Pre - sales Service of Taobao Clothing Industry
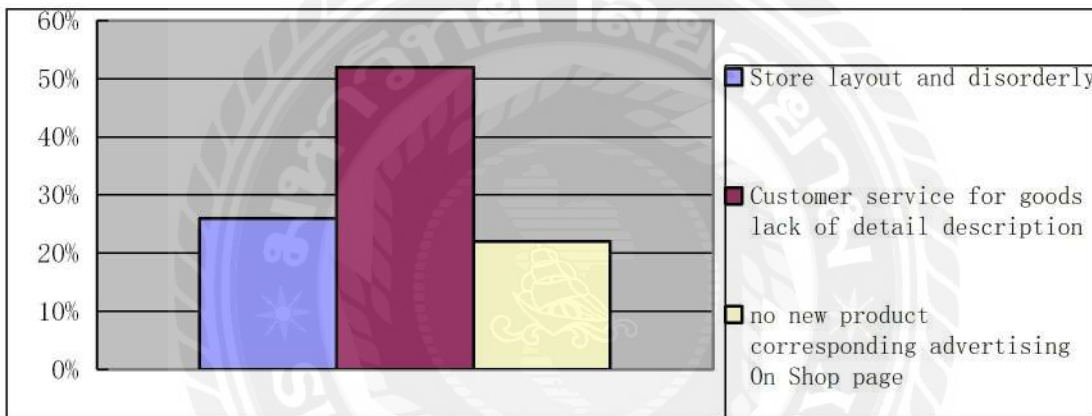
2. Services for sale

Burberry introduced a new scientific concept of service in 2014, arguing that services should focus on the quality of clothing and throughout the production and marketing of clothing, clothing sales services should be enhanced by pre sales and sales. The brand new service concept advocated by Burberry serves as an important part of clothing. Burberry China's chief executive says: "After sales service is good, it's just an afterthought. As shown in figure 4.6, the service of Taobao's clothing industry is not satisfied with the buyer's satisfaction, mainly in the cumbersome payment process, the seller forced the sale of other goods and agents in the store not to provide technical advice and other aspects of the relevant products. High quality service can prevent most after sales problems, therefore, enterprises should pay

attention to the sale service, in the clothing design, sale when do more for the consumer.

Figure 4.6 A survey on service satisfaction survey of buyers in Taobao apparel industry
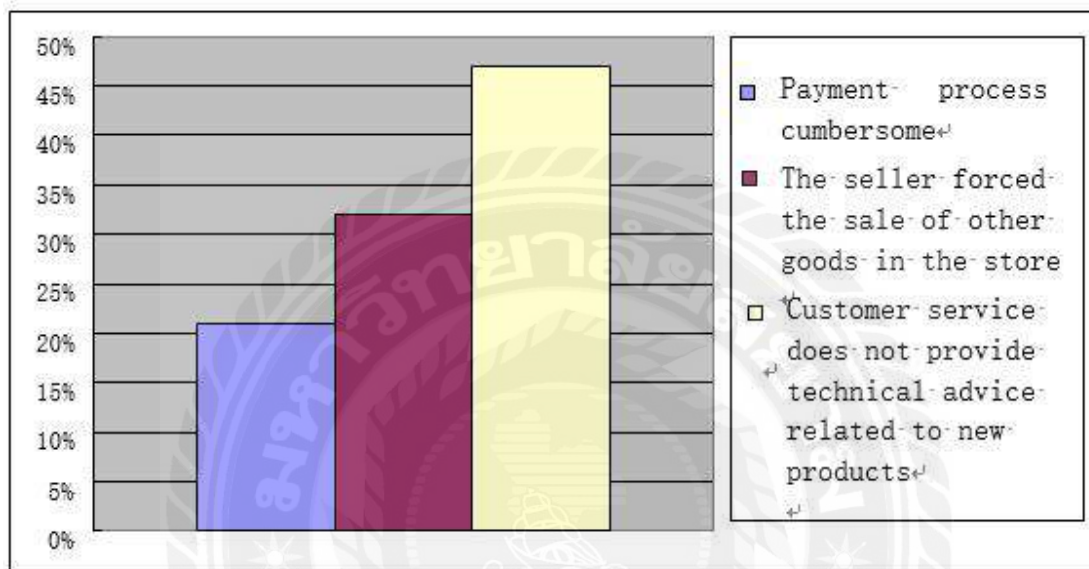
3. After - sales service

According to Figure 4.7 survey data can be learned, Taobao clothing industry consumers are most concerned about after sales service satisfaction. In the survey, 14% of buyers had been unable to return the goods in time, 9% thought the transaction was safe,3% thought their personal information was leaking out because of online shopping. Clearly, Taobao sellers have plenty of room to upgrade after after sales service. It is evident that after sales service to the buyer who has bought the goods, it is an extension of the buyer's feelings. At present, Taobao has a large number of clothing stores already provided customer service, but due to the large mobility of the industry, the vast majority of Taobao customer service personnel have not set up the right idea about the sales service, relative to the buyer's word of mouth, they are more concerned about material return. And most of the online store work is

80, 90, after they appear "enthusiastic", "thoughtful" and other nouns only suitable for traditional clothing stores, and online sales are still far away.

Figure 4 .7 The survey map of buyers satisfaction survey of 7 taobao, dress shops
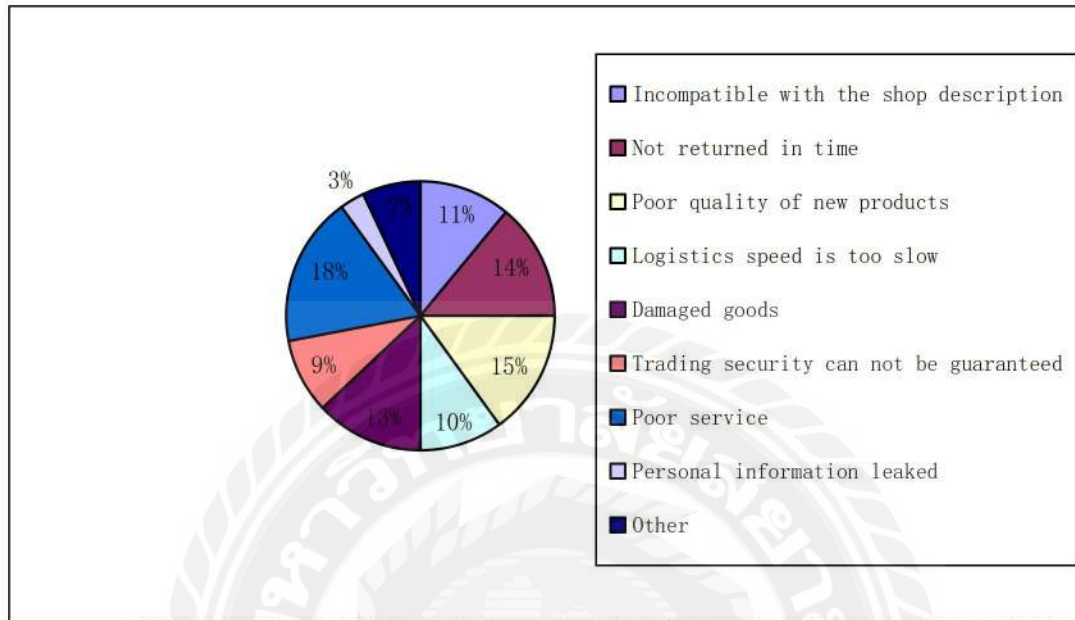
Logistics is an important part of Taobao's garment industry. Only nearly 14 percent, of those surveyed said Taobao's clothing seller could provide accurate and timely logistics delivery, according to a survey released by the survey. Of the dissatisfied customers, 19% thought logistics was less efficient, 31% thought logistics costs were high, 23% thought the goods were damaged. This shows that logistics's delivery speed and service quality seriously affect the customer satisfaction of the taobao.com garment industry, aiming at this short board, this requires the taobao.com clothing business operator and supervision party UPS to find a way to solve the problem. The seller of taobao garment industry should take appropriate measures to speed up the informatization, network construction, grasp the real demand of the customer, establish the strategic alliance of logistics service, and carry out horizontal cooperation with a number of logistics companies. On January 1, 2009, Taobao launched the "Lightning" service, combining platform trading with logistics distribution, which undoubtedly became the core of Taobao online shopping service. At present, relatively perfect logistics system has become one of the core competitiveness of Taobao.com. As shown in Figure 4. As shown in August, 23% of

buyers surveyed believed that clothing purchased at Taobao's clothing store was decrement or damaged during delivery. It is clear that the logistics distribution of Taobao's clothing industry relies too heavily on the logistics outsourcing company, so there are still many problems in the clothing distribution process of taobao. To improve and solve this problem is of great significance to Taobao further ahead of other clothing business enterprises, better regulate and advocate "civilized express behavior" and safeguard the legitimate rights and interests of consumers of Taobao clothing industry.

Figure 4 .8 Logistics Satisfaction Survey of Taobao Clothing Store
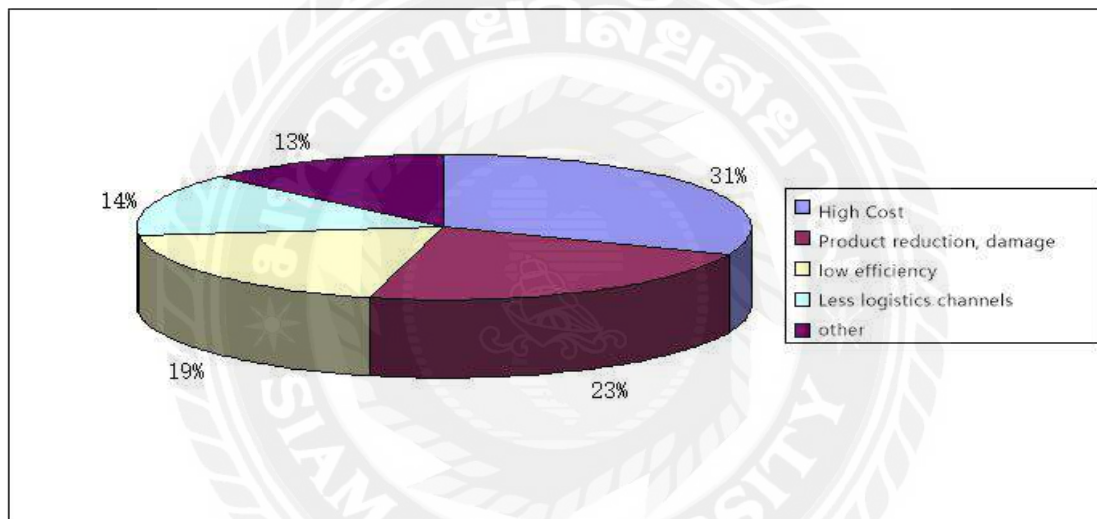
4.3 The Influencing Factors of Consumer Satisfaction in Taobao.com Clothing Industry

4.3.1 Subjective Factor

1.Cultural differences between Taobao buyers

With the economic globalization and the globalization of the market, the influence of cultural diversity on Taobao is definitely not a new problem. For example, the bride's dress can be pink at a wedding in Jiangsu and Zhejiang provinces, while the bride wore a pink dress for a second marriage in the northeast. So, the consumer satisfaction of taobao's clothing industry is greatly affected by the culture and customs

of buyers, and Taobao should be divided into different gender, age, culture and other clients to improve the service quality.

2. The complexity of the demand for taobao buyers

The complexity of demand for taobao buyers is essentially consumer demand and desire. In industrialized societies, people often develop new products through various means to meet this demand. Taobao buyers often click on some of the shops with special features, rather than go to shops that are "one side of the store". The seller's task is not only to arouse the desire of buyers, but also to develop and sell new clothes to arouse the desire of buyers to buy their own store products.

4.3.2 Objective Factors

1. Product quality

Many people in the industry believe that Taobao overall counterfeit goods proportion of up to 50% -60%, while in the clothing industry, the proportion of counterfeit goods still exceeds 45%, a large number of fake goods counterfeit original brand, shoddy goods. Taobao clothing industry products content is not real, the situation is increasing, 2013 national, quality inspection bureau's Taobao clothing commodity inspection results show, some hit "genuine leather "The label's clothing, even did not detect genuine leather components, some genuine leather display value of more than 95% of the winter clothes, the actual use of only some artificial leather or inferior leather.

2.Service location

As in the real product market, the demand for services for targeted consumer groups is also diversified. Therefore, the clothing industry service market also needs to be subdivision and positioning. Most successful taobao sellers strive to find the target buyer's special loyalty to their service products, establish the service concept that adapts to their needs according to the preferences of consumers, so that the target customers can accurately perceive the location of the store's service.

CHAPTER 5

MEASURES AND SUGGESTIONS TO IMPROVE CUSTOMER

SATISFACTION IN TAOBAO SHOP ONLINE SHOP

5.1 Guaranteed Product Quality

Taobao since its inception, it is undeniable that in the course of the rise of Taobao, a large number of fake goods, imitation goods, counterfeit goods have played a huge boost. But under the big trend of industrial and commercial supervision, under the big trend of consumer promotion, Taobao will be able to protect the protection of intellectual property rights and brand rights under the pressure of maintaining goodwill as a listed company, and vigorously cleans up poor quality commodities and increases its own business and B2C commercea counterweight to a business. Taobao's uneven sales of products has been an important factor for people buying clothes online（Zhou, 2014). The rapid development of Taobao's clothing industry and the fierce competition have made the merchants quick and quick, false price reduction, exaggerated propaganda is not news. Product quality is the key to the survival of enterprises, Taobao clothing industry can only maximize product quality, reduce the cost of trustworthiness, it is conducive to the long term development of the business state. The clothing commerce fan is the anti face textbook on the marketing orientation path, blindly caters to the mass pursuit of the cheap, but ignores the clothing brand and the quality, causes it to enter the deadlock. Taobao.com should develop "Taobao Quality Monitoring System" based on big data, improve the counterfeit and quality guarantee for fake goods in the clothing industry, and promulgate internal policies such as off the shelf goods immediately upon discovery. Through the integration of quality related information, rigorous control and irregular spot checks, etc. To clean the clothing industry with potential quality hidden trouble shops. In addition, clothing industry sellers will strengthen their "integrity"

construction, for consumers to create a transaction transparent, pay safe online shopping environment, increase customer loyalty.

At the same time, in order to promote the sale of clothing industry to the genuine trend of development, Taobao.com must strive for the support of Christian Dior, Versace, Gucci and other international senior clothing brands, to improve the number and quality of brand authorization. A good brand official flagship store can increase the number of users' collection and improve the effective trading volume for the taobao shop. Strengthen the relationship between network mall and clothing industry supplier, not only can guarantee the product quality, but also can obtain more stable source.

5.2 Self - Built Logistics System

At present, the main problems in the logistics distribution of Taobao are: (1) the quality of logistics delivery service is bad and bad, (2) the logistics professional function management is not perfect, (3) the logistics distribution related regulations and the distribution center system are not sound, (4) the logistics standardization has not reached the international advanced level. With the development of commerce, the establishment of a good logistics system can make Taobao garment industry stand out. With the increasing homogeneity of commerce of various kinds of garments, the demand of online shopping terminal customers has changed a lot, and the logistics platform has become one of the core competition efforts of commerce. Taobao should optimize the logistics service system, improve the quality of logistics distribution and improve the efficiency of logistics delivery. The crux of the traditional clothing industry lies in the excessive accumulation of stocks and excessive middle links. For example, inventory turnover days are about 327 days, Senma, Belle's figure is 167 days, 182 days. Taobao clothing stores should help consumers and manufacturers pull strings to get consumers to buy high quality clothing at a lower price. The establishment of the self management logistics system is also the cornerstone of the future development of Taobao, and the strong logistics capability can not only bring the buyer to the convenience of Taobao's own logistics system, but also greatly reduce

the cost of controlling the supply chain, so as to quickly improve each distribution ring of the enterprise work efficiency of section. In addition, since the construction of the logistics system to accelerate fund liquidity, effectively alleviate the pressure caused by the revolving funds. In 2014, Ma said that the average logistics cost for taobao.com was 18 yuan,, while other B2C sites with self built logistics systems cost only 11 yuan per single logistics cost, which is undoubtedly a big gap. Therefore, self built logistics system can not only improve shopping experience, but also reduce the cost of 18% to 27%. Taobao also saw the crux of the problem, so on May 28, 2013, Alibaba, Yintai, Fuchun, Fosun, three direct links to a press conference, announced the establishment of "Cainiao Network", the Chinese logistics backbone network. Cainiao is actually a resource integration platform, because Taobao's rival Amazon or JD.com has been in the layout since the logistics, the customer in the mall to buy goods to the customer, the whole process is controlled by itself, to form a closed loop. This can get through each link, each link has the data, the mall itself and the users tightly, around the buckle. This entire closed loop chain forming ecosystem is the real value. Before that, Taobao had been disconnected from the logistics, leading to inaccurate data from many Taobao users, and it was difficult to control logistics and prevent the user's stickiness. A closed loop ecosystem cannot be formed naturally. The competition of commerce is the competition of the price competition, the competition of user experience, Jingdong Suning easy to input large scale self construction logistics, can see the user experience has a great promotion, now many people mentioned Jingdong, will be the first to the delivery fast. In this respect, Alibaba user experience has been poor, because Alibaba has been building a platform, there are thousands of merchants, Ali is not able to build logistics also can not ask the merchants to use which logistics, because it is not in line with the platform concept. We know that there are ten express companies on Taobao, EMS, Shunfeng, Si Tong Yoda, Fengfeng, Home stack, daily, these 10 express companies, EMS and Shunfeng use fewer people because the price is too expensive, the service quality of other express companies is not the same as Jingdong Suning self built thingsthe complaint rate remains stubbornly high, opening any of the official micro blogs of any express

company, full of abuse, which has seriously affected Alibaba's user experience. Alibaba is now absolutely ahead of commerce and wants to remain dominant after 10 years, making it a top priority. So the novice is Ma Yun is imperative.And Cainiao Logistics consists of three parts, Skynet, Earthnet, People's Network.

The net refers to the user data on Taobao, through which data analysis can be based on the flow of specific goods, the preferences of users, prior to the layout of the goods to the customer's nearest warehouse, thus can achieve fast delivery, that is Ma Yun said nationwide 24 hours, required.

The ground network refers to the warehousing logistics supply chain, because the traditional express delivery is through layer to end to the user's hands, and the raw material to do is warehousing and distribution, that is, the novice is likely to cut down the long trunk of the long line of profits, and give another focus on the main line to do, such as Plopoulos has the latest craze. And three way, eventually the remaining pure distribution of this piece. And they themselves have other layout （Square，2014).

Taobao merchants, now under the government's strong support subsidies, Taobao open 2.0 mode, to the countryside commerce into. The problem of employment is solved at the same time.

5.3 Follow - Up After - Sales Service

Although the sales of Taobao's clothing industry is rising, but because after sales service links are weak, it comes with a lot of complaints about after sales service, like a bucket, which has become a short board in the sales of Taobao's clothing industry （Wang，2014).

Unlike below the line sales, after the buyer ordered the after sale service link, it is because of this, after sales service in Taobao.com is crucial link. Although Taobao has already established a third party platform to solve the problem, it has not established a huge after sales service system, so it is bound to be the weakness of competition. Take Suning easy to buy as an example, on November 11, 2014 Singles, Day promotion, Suning easy to buy online shopping mall formally launched "3E

"Brand services, at the core of keeping the low price, improve after sales service level, expand the next day to reach the city's coverage area, final sales increase sevenfold from the same period last year. It is worth mentioning that Suning is easy to buy in three tier cities throughout the country, including air conditioning, refrigerator, color TV and so on.

Of course, the implementation of online shopping clothing after sales service is not a matter of overnight, not only need both Taobao and the clothing industry sellers both efforts, but also require both parties to invest a lot of human and financial resources. In the first quarter of 2015, there has been a marked improvement in the hot issue of logistics delivery delays, difficulties in returning goods and other online shopping complaints. In view of the above disadvantages, I propose the following rectification suggestions

5.3.1 Manage, Customer Expectation

1. To accurately grasp the buyer's demand. To manage customer expectations, enhance customer satisfaction, Taobao stores should seize the following requirements for Taobao buyers: First, Taobao store should grasp the customer's cheap demand. Therefore, the seller must find a better and cheaper purchase channel, preferably the combination of multiple sellers to the factory direct purchase, in order to reduce the cost of the goods, meanwhile, the seller should arrange the employee's working hours reasonably, so as to make employees' work hours do not conflict, optimize capital, manpower and other resourcesconfiguration, Select a logistics company with a more affordable rate to reduce the cost of transportation, reduce the added value of clothing, and reduce the sales price of clothing. Second, Taobao store should grasp the customer's individuality demand. Taobao stores should seize the "unique" mentality of consumers, actively innovate on clothes, improve the speed of replacement, continuously introduce their own unique, and physical stores can not buy clothes, in order to meet the consumer's personalized psychology. At the same time, through the collection of customers' ideas and ideas, based on the customer's specific characteristics, to provide customized products and services for the customer, so that the customer truly feels" unique ". Third, Taobao stores should grasp the

customer's efficiency requirements. In the process of commodity trading, order processing requires efficiency, especially to choose fast logistics company, improve the transport and reception efficiency of the goods. At the same time to the customer's concerns, the efficiency of after sales service is to be improved, as far as possible to save the customer's time cost. Fourth, Taobao store should grasp the customer's service demand. Pay attention to pre sale, sale, after sale service, in the commodity information inquiry, commodity transaction process, order processing of goods, and the delivery of goods to provide professional and considerate service to the customer, so that the buyer in the process of shopping, the emotion is satisfied, the satisfaction is improved（Yu, 2014).

2. The seller should have a clear obligation and responsibility. The seller's responsibility and obligation are to determine whether the seller is responsible for the standard. Therefore, it is necessary to clarify the responsibilities and obligations of the seller in order to improve the customer satisfaction of the clothing store in Taobao. At the same time, it is determined to deal with the dispute with the consumers in accordance with the clear obligations and responsibilities. In particular, it is clear the following responsibilities and obligations: When the goods are not in conformity with the description, there is a quality problem and the payment is not received, the seller is responsible for the unconditional return of the buyer within 15 days of the transaction, and the seller assumes the postage, when the buyer is subjectively dissatisfied with the goods Italian, do not like and without affecting the secondary sale premise, the seller has the responsibility to send for the buyer within 7 days without reason to return, and clearly stipulated that non POS EXPRESS, baby buyer to undertake back and forth postage, POS EXPRESS, the buyer will bear the return postage, and the seller can be autonomous and clear more responsibility ,for example, providing invoices, etc, only all sellers of Taobao clothing store have made clear the responsibility and obligation of the store and strictly follow it to reduce disputes with customers and further enhance customer satisfaction.

3. Objective and accurate introduction and promotion of commodities. The introduction of commodity is the premise of online shopping. It is the most important

and important reference for the customer to purchase clothing. It is the main aspect of the evaluation of the customer of Taobao store. Therefore, the objective and accurate introduction of the commodity has become an important link. Businesses must do 100% in kind photography, and prohibit copying from other shops or websites, meanwhile, the overall quality, material, fabric, style, size, color and brand of clothing should be described objectively, so as to provide accurate reference for the purchase of goods as possible, and it should indicate the washing conditions, drying conditions and other daily maintenance details. At the same time, in the promotion of goods should seek truth from facts, accurate description of promotional activities, concessionary times, preferential groups, etc. To prevent buyers from the store by the promotion of ambiguity and misunderstanding, in particular to prohibit the seller to play word games, with ambiguous words to coax and mislead consumers are trying to get consumers to buy clothes in a transparent and transparent environment.

4. The seller should make a promise within the limits of his ability. Taobao store sellers in the seven days without reason to return, giving small gifts, the quality is absolutely no problem, within three days delivery and other commitments must take into account their own capabilities, seeking truth from facts, and taking into account the various possible emergencies, and in order to make the corresponding commitment, strive for all the commitments made at the time are within their competence and are safely carried out.

5.3.2 Improve Customer Perception

1. Shapes good store image. The seller of Taobao store can create a good store image from the following aspects: first, the design style of the online store must be refreshing, and the information content must be perfected. For example, the development of the home page should reflect the appearance style of the shop, improve and perfect the development method and content of the column, give a fashionable, easy to find, service thoughtful psychological feeling, shoot clear, the color difference is small, the subject is clear, the size suitable high quality image, and proper carry out beautifully treated. The second is to maintain long term online, timely receive visiting customers, and actively communicate with customers, leaving

a good impression on the client's first visit. Thirdly, it offers high quality and low price, rich variety and fashionable dress. In taobao shop, price and quality are the main source and judgement factor to form customer perception. Want to improve customer satisfaction by providing quality and inexpensive goods, the seller should start with the following aspects: first, look for good reputation, good reputation, good quality, cheap purchasing channel, shop around three, secondly, reasonable distribution of human resources, integration of every customer service duty time and work content, improve the efficiency, reduce the cost of manpower, then, at the rate of maintenance, choose the more favorable logistics company, reduce the logistics cost, once again, the product quality is closed, regular to the incoming goods to check, see if the damage, whether there is defects. Even if it is a discount processing some low or defective goods, should also be introduced when the situation is clear, and give the most favorable price.

2. Pay attention to the buyer's feedback and after sales service. Pay attention to the buyer's feedback and after sales service require the seller to do: continuously pay attention to their customer evaluation, scoring dynamics, understand the customer satisfaction status, and the customer's comments and complaints, give the customer the difference to pay attention, timely contact to the poor evaluation of the customer, understand its original give the customer satisfaction according to their reasons, open the customer suggestion column, set up client opinions, collect the suggestions and opinions put forward by the customer, and actively improve the shortcomings of the store while giving thanks to the customers who offer valuable opinions, do a good job of returning and changing the goods the responsibility of the seller must be carried out resolutely, provide the buyer with a positive answer in the after sales question, provide the buyer with patient, intimate, attentive service, so that the buyer's satisfaction is higher.

3. Tailored for the buyer. A custom made service for the buyer is that the seller of Taobao stores should provide the items and services that they are interested in and needs based on the different characteristics and needs of each customer. Therefore, the seller can jointly develop the online trial fitting system, that is,

provided the buyer's height, weight, photos and other information, the system will automatically show the fitting effect, the seller in the purchase, the size should be more complete, take into account the various types of customers, can also according to the customer's consumption level will the customer classify, provide goods and services to customers with different levels of consumption, at the same time, understand customer demand, collect customer information, provide the most suitable goods and services according to customer's needs and characteristics, and also combine social hot spots according to customer's needs point, predict the customer's future needs and taste trends, take the initiative to guide the customer's trend, walk in the forefront of the tide, for the customer to customize the future fashion clothes and services.

4. Build the customer community and give the buyer emotional care. Taobao store can collect customer information, classify clients according to their interests, and make friends with the same interests together, help them form the community, let them come back to visit here, free chat and interaction here. Make them feel the sense of belonging and intimacy. And the seller should provide information services for community personnel, help community members solve the difficulties, promote the establishment of good relationship among community members, thereby enhance the customer's satisfaction and loyalty to the clothing store in taobao, meanwhile, the seller should give emotional care to the customer, each to the festival may wish to send greet a message or send an greeting card to a customer's major day, if the store has a new item, you can send a warm note to the customer group and tell him (her) the new message. When communicating with customers, the shopkeeper should refer more to the customer's preferences, habits, etc., so that the customer thinks that the owner is very concerned about him (she).

5. Choose reliable and fast logistics company. According to the characteristics and needs of the customer, the clothing store should choose the appropriate logistics company according to the characteristics and needs of the customer, and select the logistics company with high cost effective price as far as possible. In the case of a more remote buyer, it is necessary to select a distribution

network with a wide range of logistics companies, and also take into account the integrity of the logistics company in order to avoid the loss of goods or the timely delivery of goods, it will affect the reputation of the clothing store of Taobao, and it is especially important to select the service attitude and the high quality logistics company to prevent the random dumping of goods due to low staff quality, orthe service attitude is not good and can't be delivered to your door. If you have the ability, Taobao store can build a logistics system and provide the customer with order tracking query so that the customer can see their order status.

6. Maintain customer funds and privacy. In order to maintain customer funds and privacy security, improve customer satisfaction, the seller should do: first, it is recommended that the buyer use the third party platform of Alipay to settle payment, secondly, to raise the moral quality of the seller, maintain the customer's funds and security awareness, do not collect customer information to transfer sell to other enterprises, or use customer information to do illegal and illegal activities, Third, remind customers to do their own computer daily safety maintenance, try not to use their own account and password on public computers, Fourth, Taobao stores should establish a perfect management system in this system all the shops are under reasonable norms and supervision, for various violations of illegal incidents, Taobao clothing stores can be timely found, timely processing. Only by doing so, the customer's money and privacy can be guaranteed.

5.4 Rich Style of Clothing

Because Taobao clothing industry consumers more and more attention to the novelty and individuality of clothing design, so, in 2014 many, domestic independent design of "non brand" clothing production and sales of the obvious rise, the reason is relatively small clothing brand design more fashionable, so the likelihood of a "hit" is even lower, popular with young people. Therefore, Taobao clothing category should make corresponding adjustment, update clothing first class category and second category items, should constantly add original style.

Zhou Yali, head of market operations for women's clothing, said that Taobao's clothing category items in 2015 would be tailored to fashion trends. And some clothing network stores should keep up with the trend, increase the design and development of original brand clothing styles, so that each clothing line has a clear target consumer group. Should not only be satisfied with the online sales, but also should pay attention to the fashion design innovation, grasp the international fashion trend, use the popular style to expand the treasure market. For example, Taobao.com original men's clothing brand "Di Hao men's clothing" 2015 spring, release of the new tight grasp to this year's trend, the ingenuity of the new style lets the innovative personality embodied in every detail of the dress. The development potential of Taobao.com clothing market is huge, the seller should increase the design and development of clothing design, give birth to the majority of consumers love, well known, original professional clothing brand.

5.5 Focus on the Display of Commodities

For the clothing shop, because consumers can't see the clothing products, it's important to use eye "picky" to become a consumer's purchase. If the product picture is not good to show its own characteristics, it is bound to affect store click quantity and sales volume. But dress shows that if you don't have the same aesthetic feeling, it won't attract buyers' attention. Therefore, the seller must find ways to make the commodity picture different, the seller can improve the store's click rate and sales by means of product text selling point description, static picture and dynamic fitting effect. With the flourishing of Taobao clothing store, beautiful dress pictures, detailed clothing introduction, can help the seller in a favorable competitive position. If the promotional information on the main drawing of the clothes seriously affects the cleanliness of the commodity, not only cannot enhance the consumer's desire to purchase, but also greatly reduce its consumption experience, is not conducive to the display of clothing. Therefore, in clothing sales, the seller can create detailed costumes and promotional pictures with the art and skill of photography in combination with photography art and technique.

As is known to all, a taobao shop is composed of text information and a large number of pictures, and now most of the online store word information is less, then this is to rely on pictures to reflect the style of the online store, leading the development direction of the online store, and as the foundation of the online store of high quality product pictures this is particularly important.

We can demonstrate the importance of high quality product images from three aspects:

First of all, Taobao Shop's image promotion: Many sellers have had the following confusion: why the same product, put in the same amount of advertising expenses to promote, but the effect is vary widely, browsing the number of inquiries is a lot less. This is the time to reflect the importance of product pictures. High quality product pictures to the customer's visual perception is completely different, it not only can greatly enhance the target customer's desire to buy, although the product itself has not changed, but through the pictures, it can beautify the product quality of the product, but the quality of the picture cannot be reduced to and beautifying the product's quality, some even destroy the product, let the product look more cheap, this has how to stimulate the customer's desire to buy, but added the negative impression of the buyer to the online store, the picture difference bad product difference (poor quality) the online shop difference! In fact, the quality of picture quality is not related to the quality of the product, but in Taobao shop to buy things, and physical stores to buy things different, he can't see, can't find concrete objects, most buyers can only choose from the seller's online store pictures to select what they need, this time highthe quality of product pictures and online shop image will be very intuitive to customers, more willing to buy look pleasing, looking good quality products. Now there are a lot of online stores to focus on product pictures, we search the first page of the product, we will find relative to the previous years of product pictures, the picture on the home page starts to become a high quality image, because the click rate is high, naturally start to row, and the more to the back, low quality the more pictures, so the quality of product photos also seriously affects the promotion of online store performance.

Secondly, the product pictures show the content: on the taobao shop, the product picture is a display of the product, is to supplement the description of the product, after all, the description of the text is not comprehensive, can not let the customer intuitively feel the product, judge the product quality, and the picture not only can show the full picture of the product, let the customer see every detail of the product, the workmanship and the texture of the product, so that the customer feels the value of the product, so the high quality product image is particularly important.

The space on the online store page is limited, so it is necessary to show high quality images in this limited space (including product pictures of customer care as well as details), so as to keep customers' eyes and store as many stops as possible on the seller's Taobao shop, making your product pictures the biggest value. There are sellers who can't tear down some of the previously low quality images, but it's worth noting that it's likely that these low quality images ruin everything you've done in the early days.

While we are setting the image size, attention should be paid to setting the image size and resolution to as low as possible in order to maintain the high efficiency of online store operation, but also to ensure that sufficient detail is maintained for the customer so that they can easily see the important elements displayed, which also helps in order to increase the customer's confidence in order.

Again, online store images bring good user experience: online sales system, it is difficult to achieve "what you see is what you get "The product show effect, because it can't touch, can't be try on the limitation, no matter how can not let the consumer like brick and mortar have real physical feeling, but even if online shopping can be inferior, online shopping has its unique advantages, convenient, saving time, price concessions, etc., we need to seize these advantages, use high quality images to show the products, from different perspectives to interpret the product's various attributes, let consumers like brick and mortar to have a comprehensive understanding of the product, ultimately let consumers accept it and buy it to agree with it, then chart the importance of the show is self evident. Simple and rough product pictures are not suitable, the picture is less and the resolution is very low, this is not responsible for

oneself, but also to the customer not respect, do not expect customers to come shopping, will believe that you sell is genuine. Instead, provide rich pictures, various angles, local magnification, let the customer see more clearly, handle the background, model, shoot the light, do non destructive zoom processing and so on, let the customer fully understand the product and feel your online store's serious attitude, from the product display to begin serious sales and after sales service are likely to be taken seriously.

In general, we build a good online store, we need to grasp the details of the online store, the product image is the basis of the online store, its importance is self evident.
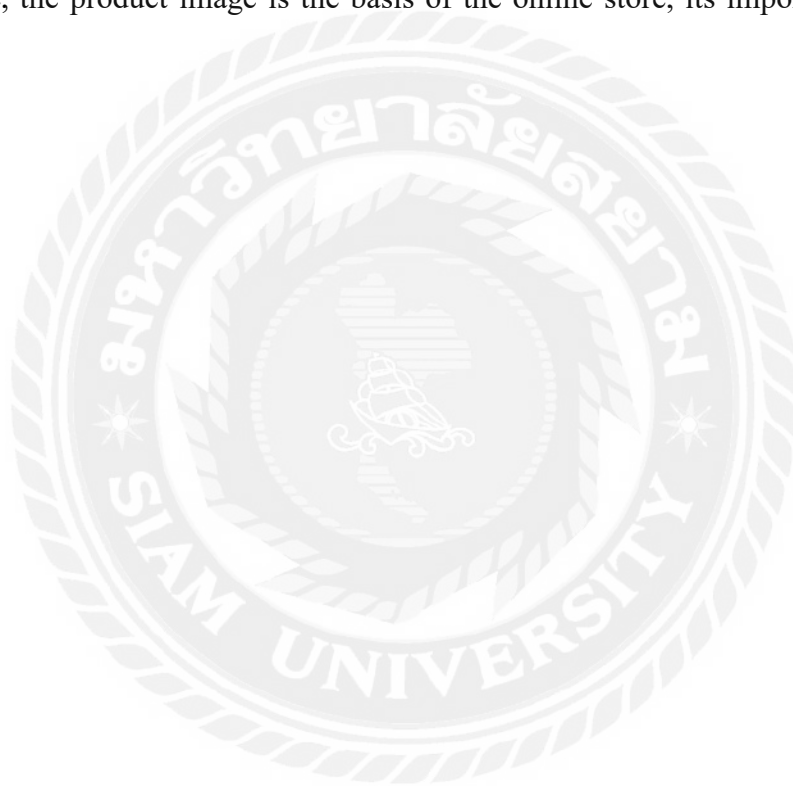
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