# Influence of Clothing Visual Marketing Path on Consumers' Purchasing Intention

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## Abstracts

How to meet the growing demands of new consumers the influential relationship between the visual marketing journey of apparel brands and consumers was discussed under the circumstances of multimedia convergence. and visual marketing and related theories on brand image perception and perceived value. was taken into account the relational model of the influence of the 6 Paths of Visual Marketing on Purchase Intent is was established. The method of interview by interviewing the sample, questionnaire inquiry, and structural equation modeling were used. Finally, the examination and empirically analyzation of the research hypothesis were taken.

The results showed that the most influential factors for customer loyalty and satisfaction are co-branding and fashion show activities in the visual marketing path of clothing, followed by offline stores and short videos. The consumers' purchasing intentions are influenced by the scene, window, dressing room environment, brand identity image, corporate image, network image of the offline physical stores and social platform. Moreover, the effect of consumer satisfaction on purchase intention is higher than that of consumer loyalty.

**Keywords:**  Clothing Brand;  Visual Marketing Path;  Cognition of Brand; Perceived Value; Purchasing Intention

## Introduction

The clothing industry integrates fashion, culture, manufacturing and other industries. While clothing products bring people a beautiful image, they also affect their attitudes and values in life. The garment industry or garment industry summarizes the types of trade and ready-to-manufacturer industries and value chains of garments and garments beginning with the textile industry. (Manufacturers of cotton, wool, wool and synthetic fibers) embroider through the fashion industry for apparel retailers based on trade in second-hand clothing and textile recycling. The manufacturing sector is built on the wealth of certain clothing technologies such as looms at cotton spinning mills and conventional sewing machines. But before this practice textile manufacturing.

Liu Lixian (2018 : 43-45) researched proves that high-quality visual experience and well-planned visual marketing can enhance the effect of clothing product information dissemination.    Research showed that retail physical stores are still an important way to shop in terms of creating consumer visual experience and scene immersion.

Shao Dan et al. (2019: 32) pointed out in the study of environmental stimulation of consumer attitudes that the display and decoration of physical stores, POP promotion and other methods are more helpful than website pictures to enhance consumer immersion.

## Research Objectives

1. To study Influence of clothing visual marketing path on consumers' purchasing intention

2. To determine the effects of Influence of clothing visual marketing path on consumers' purchasing intention

## Conceptual Framework

This article takes the visual marketing path of clothing as an independent variable, consumers' purchase intention as the dependent variable, and consumer loyalty and satisfaction as the intermediary variables. Explore the relationship between the visual marketing path on the perceived value and the consumer's purchase intention, analyze the mediating role of consumer loyalty and satisfaction between the visual marketing path and the consumer's purchase intention. The structural model is shown in Figure 1.(En Ethiopie, les petites mains de H&M ou Calvin Klein gagnent 23 euros par mois , Le Monde)
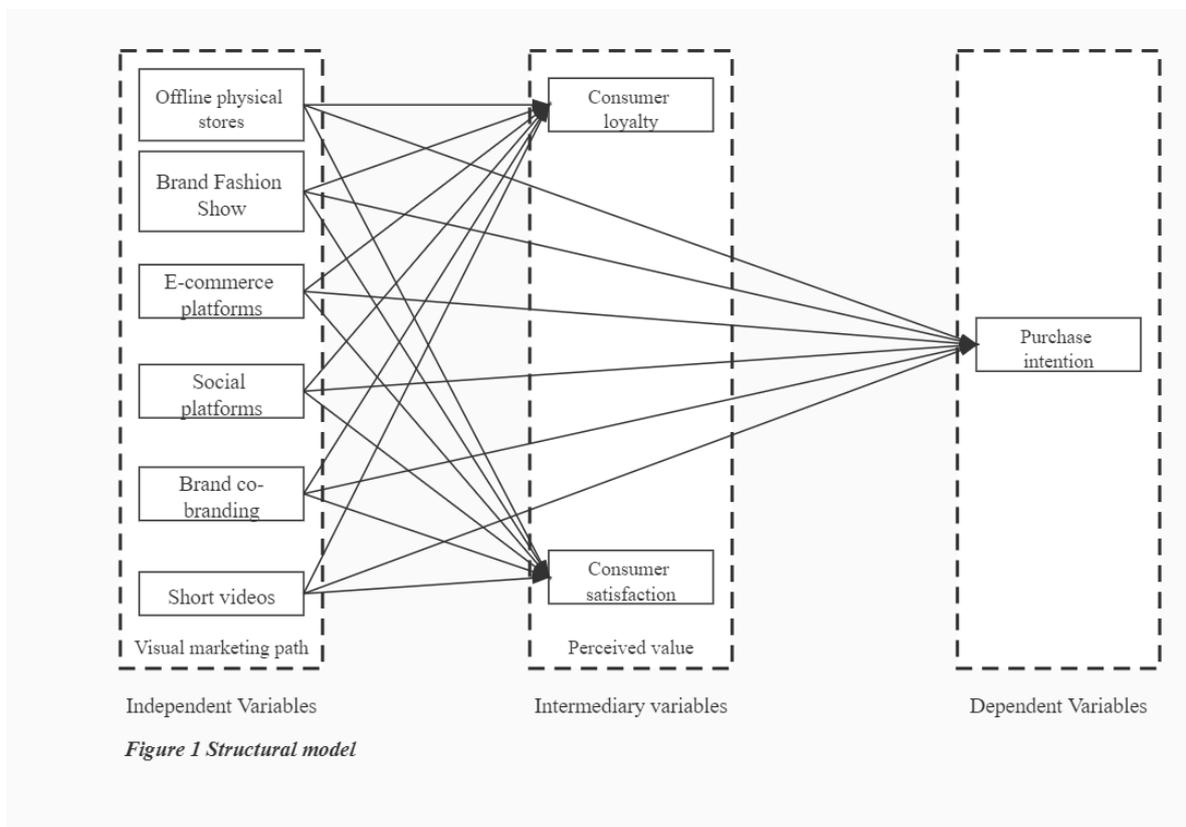


Figure 1 Structural model

## Research Methodology

### Research Design

Based on advanced research and combined with variables to form a scale, the variable measurement is divided into 3 parts:

1) The visual marketing path sets up 32 measurement items;

2) Consumer perceived value uses consumer loyalty and satisfaction as the measurement variables, set up 6 Three measurement items;

3) Consumers purchase intentions to set up three measurement items. The corresponding relationship between measured variables and observed variables is shown in Table 1.

Table 1 *Correspondence between measured variables and observed variables*

| Variables | Measured variables | Observed variables | Measurement item |
|---|---|---|---|
| Visual Marketing Path | Offline Physical Stores | Scene | Clothing Display (A1) |
| | | | Decoration Design (A2) |
| | | | Atmosphere Creation (A3) |
| | | | Pop Advertisement (A4) |
| | | Show Window | Installation Art Form (A5) |
| | | Fitting Room Environment | Design Style (A6) |
| | | | Promotional Decoration (A7) |
| | Brand Fashion Show | Acoustics Of The Venue | Design Style (B1) |
| | | Show The Effect Of Dressing | Exaggerated, Personalized, Innovative (B2) |
| | | Performance Form | Attraction (B3) |
| | E-Commerce Platforms | Photo | Model Three-Dimensional Display (C1) |
| | | | Design Details Display (C2) |
| | | | Picture Background Setting (C3) |
| | | Text | Advertising Slogan (C4) |
| | | | Design Description (C5) |
| | | | Fabric Description (C6) |
| | | | Size Description (C7) |
| | | Multimedia | Product Features (C8) |
| | Social Platforms | Brand Identity Design | Clothing Style (D1) |
| | | | Trademark Image (D2) |
| | | | Unique Color (D3) |
| | | Corporate Image | Continuation Of History (D4) |
| | | | Cultural Connotation (D5) |
| | | | Innovation Ability (D6) |
| | | Network Image | Picture Style (D7) |
| | | | Interface Style (D8) |
| | Brand Co-Branding | And Fashion Brands | Dress Style (E1) |
| | | Working With Celebrities | Dress Style (E2) |
| | | Co-Branding With Artists Or Independent Designers | Dress Style (E3) |
| | Short Videos | Multi-Screen Switching | Interaction, Comment, Sharing (F1) |
| | | Confronting Mainstream Culture | Discourse Authority (F2) |
| Perceived Value | | Blogger's Emotional Expression | Demand (F3) |
| | Consumer Loyalty | Will Repeat Purchase | Positive Behavior (G1) |
| | | Positive Word Of Mouth | Positive Behavior (G2) |
| | | Share With Friends Around | Positive Behavior (G3) |
| | Consumer Satisfaction | To The Brand | Satisfaction (I1) |
| | | Expected Compared To | Satisfaction (I2) |
| | | Consumption Experience | Satisfaction (I3) |
| Purchase Intention | Degree Of Purchase Intention | I Will Most Likely | Purchase Goods (H1) |
| | | I Will Consider In The Future | Purchase Goods (H2) |

**Population and Sample size**

This research focuses on the investigation of 4 brands with certain brand value and brand recognition, and 6 research paths of visual marketing. According to the data provided in the "Annual China Retail Industry Development Report" by the Ministry of Commerce, the sample size is computed using Yamane formula and the size is 400 samples.

**Data Analysis Procedures**

After 14 expert interviews and case studies, 4 cases with certain brand value and brand recognition and 6 research paths of visual marketing were selected. This research questionnaire design adopts the artificial distribution and network the two ways of the release and used the Likert 5-level scale to score.

## Discussion

**Personal Profile of the Respondents**

The questionnaire design of this research adopts two methods of manual distribution and online publication, and uses demographic parameters as a reference to describe the characteristics of commercial users, including gender, age, education level, etc., as shown in Table 2.

Table 2 *Basic information of survey respondents*

| information | classification | Number of samples | Proportion% |
|---|---|---|---|
| gender | male | 264 | 54.6 |
| | Female | 219 | 45.4 |
| Age | Under 18 | 42 | 8. 7 |
| | 18-25 | 294 | 60. 9 |
| | 26～35 | 68 | 14. 1 |
| | 36～45 | 35 | 7. 2 |
| | Over 45 | 44 | 9. 1 |
| education level | Below high school | 28 | 5. 8 |
| | High school or technical secondary school | 33 | 6. 8 |
| | Junior college | 45 | 9. 3 |
| | Undergraduate | 260 | 53. 9 |
| | master's degree | 87 | 18.0 |
| | PhD | 30 | 6. 2 |

**Testing of Validity and Reliability**

Through the test of its reliability, the results of factor analysis and reliability test of each scale are shown in Table 3. The reliability of each scale is acceptable and the reliability is high.

Table 3 *Factor analysis and reliability test results of each scale*

| Factor | Cronbach's Coefficient Alpha | Total Table | Number of Items |
|---|---|---|---|
| Offline Physical Stores | 0. 878 | 0. 843 | 7 |
| Brand Fashion Show | 0. 768 | 0. 843 | 3 |
| E-Commerce Platforms | 0. 889 | 0. 843 | 8 |
| Social Platforms | 0. 901 | 0. 843 | 8 |
| Brand Co-Branding | 0. 834 | 0. 843 | 3 |
| Short Videos | 0. 832 | 0. 843 | 3 |
| Consumer Loyalty | 0. 768 | 0. 768 | 3 |
| Consumer Satisfaction | 0. 779 | 0. 779 | 3 |
| Purchase Intention | 0. 812 | 0. 812 | 3 |

After factor analysis and reliability testing, confirmatory factor analysis is used to verify that the data fits well with the structural model, and the measurement structure of factors is tested through convergence validity and discriminant validity. The convergence validity of each potential factor is good.

The discriminant validity of each potential factor and other factors is tested, and the results show that the square root of AVE (diagonal black number) of each factor is higher than the correlation between this factor and other factors, which can prove that each potential factor has better. The discriminant validity. Through the test of aggregate validity and discriminant validity, the structural validity and reliability of each potential factor have been proved, the validity and reliability of each factor are good, and the conclusion can be proved. Correlation analysis and judgment validity test among various factors are shown in Table 4.
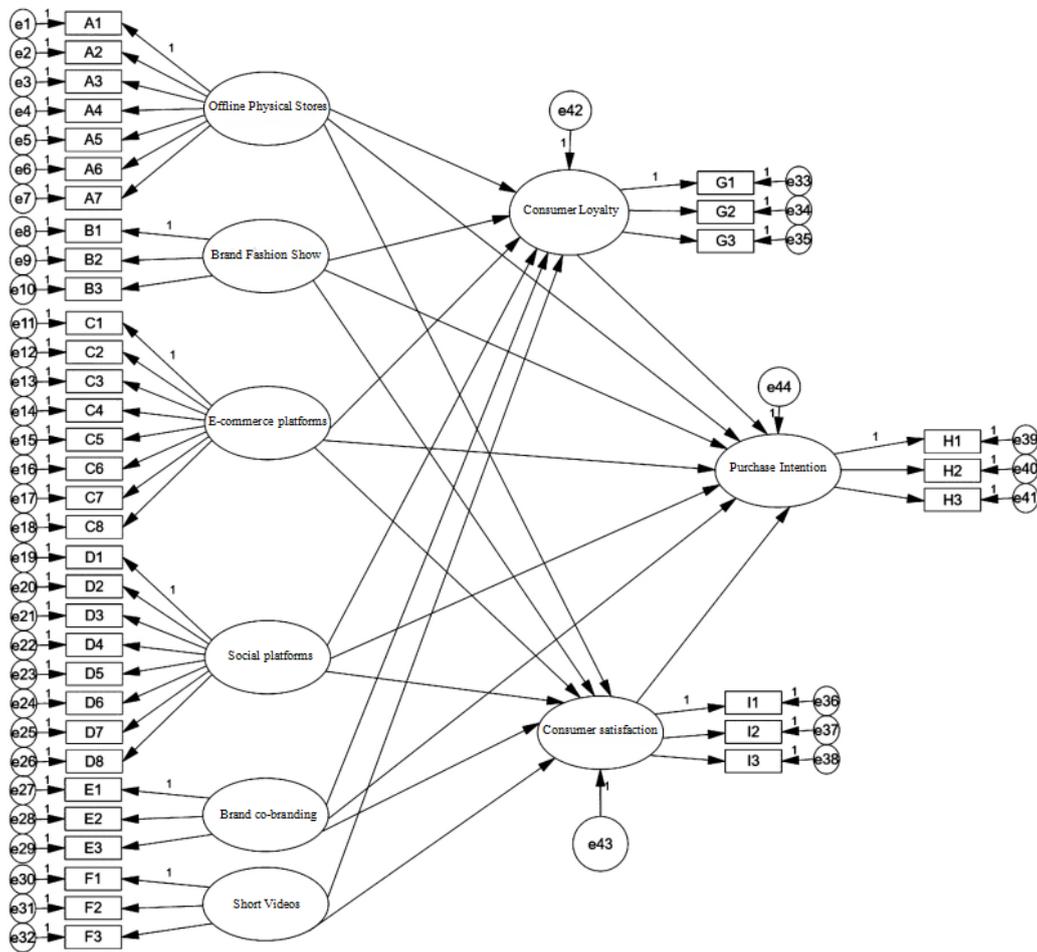
Table 4 *Correlation analysis and judgment validity test among various factors*

|  | Purchase Intention | Consumer Satisfaction | Consumer Loyalty | Short Videos | Brand Co-Branding | Social Platforms | E-Commerce Platforms | Brand Fashion Show | Offline Physical Stores |
|---|---|---|---|---|---|---|---|---|---|
| Purchase Intention | **0.857** | - | - | - | - | - | - | - | - |
| Consumer Satisfaction | 0.824*** | **0.789***** | - | - | - | - | - | - | - |
| Consumer Loyalty | 0.812*** | 0.786*** | **0.727** | - | - | - | - | - | - |
| Short Videos | 0.411*** | 0.370*** | 0.401 *** | **0.794** | - | - | - | - | - |
| Brand Co-Branding | 0.493*** | 0.529*** | 0.607*** | 0.088 | **0.793** | - | - | - | - |
| Social Platforms | 0.339*** | 0.199*** | 0.267*** | 0.109* | 0.100 | **0.731** | - | - | - |
| E-Commerce Platforms | 0.267*** | 0.359*** | 0.072 | 0.094 | 0.063 | 0.164** | **0.708** | - | - |
| Brand Fashion Show | 0.480*** | 0.640*** | 0.396*** | 0.179** | 0.142* | 0.073 | 0.033 | **0.725** | - |
| Offline Physical Stores | 0.542*** | 0.473*** | 0.452*** | 0.149** | 0.087 | 0.150** | 0.130* | 0.187** | **0.713** |

Note: The diagonal blackbody number is the square root of the factor AVE,* **P**＜0. 001, ** **P**＜0.01,* **P**＜0. 05。

    According to the initial model substituting the data for fitting, the goodness of fit of the structural equation model is tested. The results show that the model has a good goodness of fit as a whole, and only the AGFI value (0. 895) is included in the fitting index value. It is lower than 0.9, but in order to obtain a more scientific and accurate model, the model is revised. The fitting index of the modified model is shown in Table 5, and the fitting diagram of the modified structural equation model is shown in Figure 2.

Table 5 *Fitting index of the revised model*

| Index | $x^2$ | $x^2$ / df | RMSEA | GFI | AGFI | SRMR | NFI | IFI | CFI | PGFI | PNFI |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Fitted value | 952. 237 | 1. 256 | 0. 023 | 0. 913 | 0. 901 | 0. 056 | 0. 907 | 0. 980 | 0. 979 | 0. 804 | 0. 839 |
| Y/N | - | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |

*Figure 2* Schematic Diagram of the Revised Structural Equation Model Fitting

### Analysis of the effect of visual marketing path on perceived value

We can see the validity of the hypothesis. The comprehensive explanation degree of the 5 significant visual marketing paths for consumer loyalty is 67.7%, which has a strong explanation ability. The research data on the influence of various factors on consumer loyalty is shown in Table 6. Brand co-branding has the greatest promotion effect on consumer loyalty, followed by offline physical stores, short videos, brand fashion shows and social platforms, and e-commerce platforms. No significant effect on loyalty.

Table 6 *Structural Equation Model Research Results of the Influence of Various Factors on Consumer Loyalty*

| Influence Path | Unstandardized Path Coefficient | Standardized Path Coefficient | Standard Error | t | P | Affected Variable $R^2$ | Whether the Hypothesis Holds |
|---|---|---|---|---|---|---|---|
| Offline Physical Stores→Consumer Loyalty | 0. 313 | 0. 341 | 0. 045 | 6. 898 | <0.001 | 0. 677 | Valid |
| Brand Fashion Show → Consumer Loyalty | 0. 247 | 0. 267 | 0. 045 | 5. 444 | <0.001 | 0. 677 | Valid |
| Social Platform → Consumer Loyalty | 0. 122 | 0. 136 | 0. 038 | 3. 207 | <0. 001 | 0. 677 | Valid |
| Brand Co-Branding → Consumer Loyalty | 0. 491 | 0. 573 | 0. 050 | 9. 868 | <0. 001 | 0. 677 | Valid |
| Short Video → Consumer Loyalty | 0. 283 | 0. 314 | 0. 043 | 6. 613 | <0. 001 | 0. 677 | Valid |
| E-Commerce Platform → Consumer Loyalty | 0. 039 | 0. 038 | -1.034 | 0. 301 | >0.05 | - | Invalid |

The comprehensive explanation level of the five significant visual marketing paths for consumer satisfaction is 84.9%, and the explanation ability is strong. The research data on the impact of various factors on consumer satisfaction is shown in Table 7. Brand fashion shows have the greatest positive impact on consumer satisfaction, followed by brand co-branding, offline physical stores, e-commerce platforms, short videos, and social media. The influence of the platform on consumer satisfaction is not significant.

Table 7 Structural Equation Model Research Results of the Influence of Various Factors on Consumer Satisfaction

| Influence Path | Unstandardized Path Coefficient | Standardized Path Coefficient | Standard Error | t | P | Affected Variable $R^2$ | Whether the Hypothesis Holds |
|---|---|---|---|---|---|---|---|
| Offline physical store → customer satisfaction | 0.308 | 0. 322 | 0. 043 | 7. 237 | <0. 001 | 0. 849 | Valid |
| Brand Fashion Show→ Customer Satisfaction | 0.533 | 0. 551 | 0. 053 | 9. 971 | <0. 001 | 0. 849 | Valid |
| E-commerce platform → customer satisfaction | 0.280 | 0. 307 | 0. 037 | 7. 498 | <0. 001 | 0. 849 | Valid |
| Brand Co-branding→ Customer Satisfaction | 0.423 | 0. 472 | 0. 043 | 9. 813 | <0. 001 | 0. 849 | Valid |
| Short video → customer satisfaction | 0.236 | 0. 250 | 0. 039 | 6. 105 | <0. 001 | 0. 849 | Valid |
| Social platform → customer satisfaction | 0.037 | 0. 036 | 1. 017 | 0. 309 | >0. 05 | — | Invalid |

**Analysis of results that directly affect purchase intention**

The effect of consumer satisfaction on purchase intention is higher than that of consumer loyalty. The model can explain 76.8% of consumer purchase intention in total, and the interpretation ability is strong. The results of the influence of various factors on purchase intention are shown in Table 8.

Table 8 Results of Structural Equation Model Research on the Influence of Various Factors on Purchase Intention

| Influence Path | Unstandardized Path Coefficient | Standardized Path Coefficient | Standard Error | t | P | Affected Variable $R^2$ | Whether the Hypothesis Holds |
|---|---|---|---|---|---|---|---|
| Consumer loyalty → purchase intention | 0. 421 | 0. 386 | 0. 068 | 6. 219 | <0. 001 | 0.768 | Valid |
| Consumer Satisfaction → Purchase Intention | 0. 480 | 0. 461 | 0. 063 | 7. 557 | <0. 001 | 0.768 | Valid |
| Offline physical store → purchase intention | 0. 135 | 0. 135 | 0. 040 | 3. 392 | <0. 001 | 0.768 | Valid |
| Social platform → purchase intention | 0. 140 | 0. 143 | 0. 033 | 4. 185 | <0. 001 | 0.768 | Valid |
| Brand Fashion Show → Purchase Intention | 0. 060 | 0. 080 | -0. 748 | 0. 455 | >0. 05 | - | Invalid |
| E-commerce platform → purchase intention | 0. 029 | 0. 052 | 0. 551 | 0. 582 | >0. 05 | - | Invalid |
| Brand Co-branding → Purchase Intention | 0. 070 | 0. 066 | -1.065 | 0. 287 | >0. 05 | - | Invalid |
| Short video → purchase intention | 0. 069 | 0. 037 | 1. 883 | 0. 060 | >0. 05 | - | Invalid |

**Analysis of the Mediating Effect of Loyalty and Satisfaction**

Research data shows that brand co-branding has the greatest intermediary effect on purchase intentions through consumer loyalty. E-commerce platforms do not use loyalty to produce an intermediary effect on consumers purchase intentions In summary, there are significant differences in the mediating variables of consumer loyalty and satisfaction in the visual marketing path of apparel brands that affect purchase intention. As shown in Table 9, the mediating effects of different influence paths are different.

Table 9 Analysis Results of the Total, Direct, And Intermediary Effects of Various Factors on Purchase Intention

| Influence Path | Total Effect | direct Impact | Intermediary Path | Mediating Role | Total Mediating Role |
|---|---|---|---|---|---|
| Offline physical store → purchase intention | 0.415 | 0.135 | Offline physical store → consumer loyalty → purchase intention | 0.132 ** | 0.280 |
|  |  |  | Offline physical store → customer satisfaction → purchase intention | 0.148 ** |  |
| Brand Fashion Show → Purchase Intention | 0.357 | 0.060 | Brand fashion show → consumer loyalty → purchase intention | 0.103 ** | 0.357 |
|  |  |  | Brand Fashion Show→Customer Satisfaction→Purchase Intention | 0.254 ** |  |
| E-commerce platform → purchase intention | 0.142 | 0.029 | E-commerce platform → consumer loyalty → purchase intention | 0.039 | 0.142 |
|  |  |  | E-commerce platform → consumer satisfaction → purchase intention | 0.142** |  |
| Social platform → purchase intention | 0.196 | 0.140 | Social platform → consumer loyalty → purchase intention | 0.053* | 0.053 |
|  |  |  | Social platform → customer satisfaction → purchase intention | 0.037 |  |
| Brand Co-branding → Purchase Intention | 0.439 | 0.070 | Brand co-branding → consumer loyalty → purchase intention | 0.221** | 0.439 |
|  |  |  | Brand co-branding→customer satisfaction→purchase intention | 0.218** |  |
| Short video → purchase intention | 0.237 | 0.069 | Short video → consumer loyalty → purchase intention | 0.121** | 0.237 |
|  |  |  | Short video → customer satisfaction → purchase intention | 0.115** |  |

Note: ** P＜0.01, * P＜0.05。

**Conclusions and recommendations**

This article extracts the visual marketing paths of clothing brands as offline physical stores, brand fashion shows, e-commerce platforms, social platforms, brand co-branding, and short videos, and studies the relationship between them and consumers' purchase intentions. The conclusions are as follows:

1) Co-branding of apparel brands and fashion show activities are the visual marketing paths that have the greatest impact on consumer loyalty and satisfaction, followed by offline physical stores and short video activities, which have significant influence on purchase intentions in brand influence and product information dissemination Influence effect. Visual marketing in e-commerce platforms has a significant effect on consumer satisfaction, but has no significant effect on loyalty; visual marketing in social platforms has a significant effect on consumer loyalty, but has no significant effect on consumer satisfaction.

2) Offline brick-and-mortar stores and social platforms in the visual marketing path of clothing brands have the most direct influence on consumers' purchase intention; consumer loyalty and satisfaction word-of-mouth evaluation directly influence purchase intention, and consumer satisfaction has a higher impact on purchase intention loyalty.

3) Perceived value as an intermediary variable affects the relationship between the visual marketing path of a clothing brand and consumers' purchase intention. The stronger the consumer loyalty and satisfaction in the visual marketing path, the more positive the purchase intention behavior. The visual marketing path allows consumers to achieve brand recognition and satisfaction evaluation, and realize a diversified profit model to promote the sustainable development of consumer companies.

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