Demand Survey and Prospect Analysis of Clothing Customization Based on Mobile Internet

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Abstract. The article on the basis of analyzing the current situation of the development of mobile Internet clothing customization, USES the questionnaire survey, of 300 Guangdong area clothing consumers were investigated, and the questionnaire survey results: the distribution of the sample and the influencing factors of mobile interconnection custom clothing aspects has carried on the statistical analysis, and puts forward some Suggestions, for clothing workers to carry out the "mobile clothing customization service to provide the reference basis.

Keywords: Mobile Internet, Remote, Clothing customization

1. Development status of mobile Internet clothing customization

In recent years, the continuous innovation of computer technology and the penetration of the clothing field make the development of clothing network customization very fast and realize the transformation from traditional customization to network customization [1]. In particular, 4G network has entered ordinary people's homes. The per capita rate of mobile terminal equipment in China has injected huge energy into the development of mobile Internet. PC Internet has become increasingly saturated, while mobile Internet is developing in a blowout mode [2]. The application of mobile Internet has penetrated into all walks of life and brought huge economic benefits. Although it is still in the exploratory stage in terms of clothing customization, with the development of Android system, there is a great development space for the application of mobile terminals on Android platform in online clothing customization [3-6]. However, it is crucial to understand the needs of consumers for mobile Internet customized clothing, whether it is clothing enterprises or individuals committed to the development of mobile Internet customized clothing service platform.

2. Survey methods and contents

Based on the existing literature analysis and personal interview, this study designed a questionnaire. The respondents are garment consumers in Guangdong. The questionnaire is divided into two parts: the first part is the personal data of respondents, including gender, average monthly income, education background, occupation, etc. The second part is the respondents' demand for customized clothes, types of customized clothes, price of customized clothes, customization cycle, and the problems they worry about in the customization process. A total of 300 questionnaires were issued and 276 valid questionnaires were collected, accounting for 92% of the valid questionnaires. In addition, the number of people presented in this paper belongs to single choice in the questionnaire, and the number of person-times belongs to multiple choices [7].

3. Analysis of survey results

3.1 Sample distribution analysis

3.1.1 Age distribution of respondents

As shown in table 1, 31-40 year olds account for the largest proportion of respondents. Young people under the age of 30 and those aged 41-50 are next, with those aged 61 and above accounting for the least.

Table 1 Age distribution of respondents

Age	Number	Percentage
Under the age of 30	67	24.3
31-40	113	40.9
41-50	52	18.8
51-60	33	12
More than 61	11	4

3.1.2 Education background of respondents

As shown in table 2, the respondents with a bachelor's degree account for the largest proportion, followed by those with a college degree, followed by those with a high school or technical secondary school degree or a post-graduate degree, and those with a junior high school degree account for the least proportion. It shows that modern people are more and more educated and more popular.

Table 2 Education background distribution of interviewees

Educational background	Number	Percentage
Junior high school the following	28	10
High school or technical secondary school	37	13.4
College	75	27.2
Undergraduate course	95	34.4
Postgraduate and above	41	15

3.1.3 Average monthly income distribution of respondents

As shown in table 3, the respondents with an average monthly income of 10001-15000 yuan account for the largest proportion, followed by those with an average monthly income of 5001-10000 yuan and 15001-20000 yuan, and those with an average monthly income of less than 5000 yuan and those with an average monthly income of over 200001 yuan are relatively few.

Table 3 Average monthly income distribution of respondents

Average monthly income/yuan	Number	Percentage
Less than 5000	31	11.2
5001－10000	65	23.6
10001-15000	84	30.4
15001-20000	62	22.5
Over 20001	34	12.3

3.1.4 Occupation distribution of interviewees

As shown in table 3, the respondents who are employed by enterprises account for the largest proportion, followed by the self-employed and students, and there are relatively few civil servants and teachers.

Table 4 Occupational distribution of respondents

Occupation	Number	Percentage
Enterprise personnel	79	28.6
Civil servant	28	10.1
Teacher	38	13.8
Individual Operators	54	19.6
Student	46	16.7
Other	31	11.2

3.2 Analysis of factors affecting mobile Internet customized clothing

3.2.1 Clothing customization demand factor analysis

As shown in figure 1, the pursuit of individuation and high fit are the two main factors in the demand for customized clothing, followed by the experience of participating in the design and work needs.
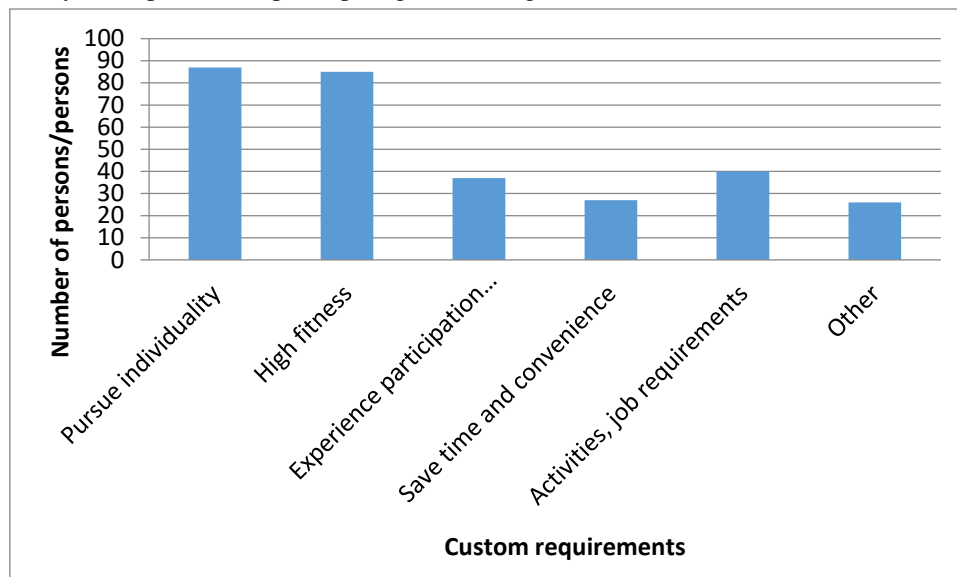
Fig.1 Garment Customization Requirement Factor

3.2.2 Analysis of customized clothing types

As shown in figure 2, in the general types of customized clothes, team clothes, class clothes and work clothes are dominant, followed by skirts and shirts, followed by suits and formal dresses, and finally, coats, windbreakers, down jackets and hanfu are relatively few. Such as Guangdong and the climate, because of the Guangdong area belongs to subtropical monsoon climate, annual high temperature is more, coat, down jacket and windbreaker in less time.
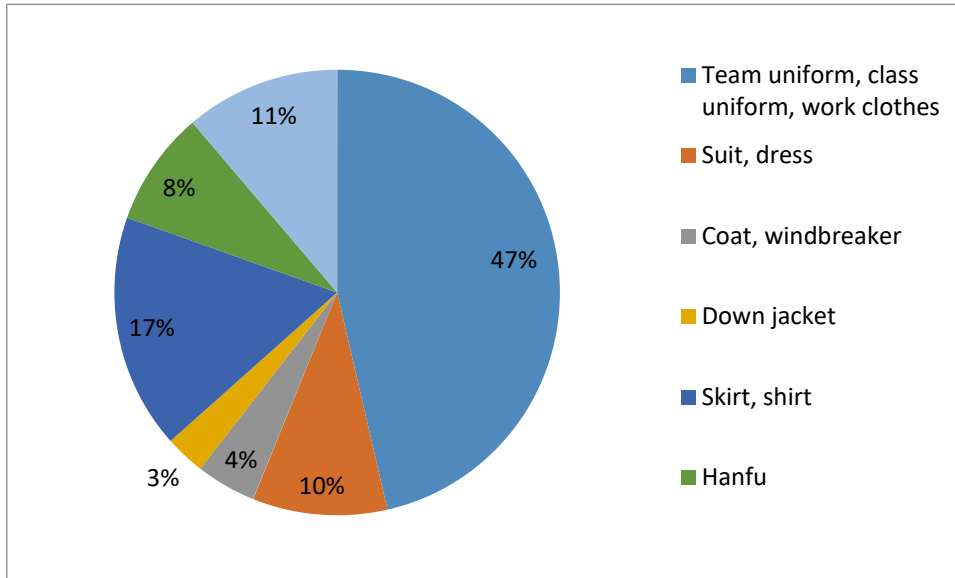
Fig. 2 Customized garment categories

3.2.3 Analysis of customization price factors

As shown in figure 3, in the custom clothing price survey, it can be seen that the most acceptable prices are less than 500 yuan, followed by 501-1000 yuan and 1001-2000 yuan, while relatively few are between 2001 and 3000 yuan and few are above 3001 yuan.
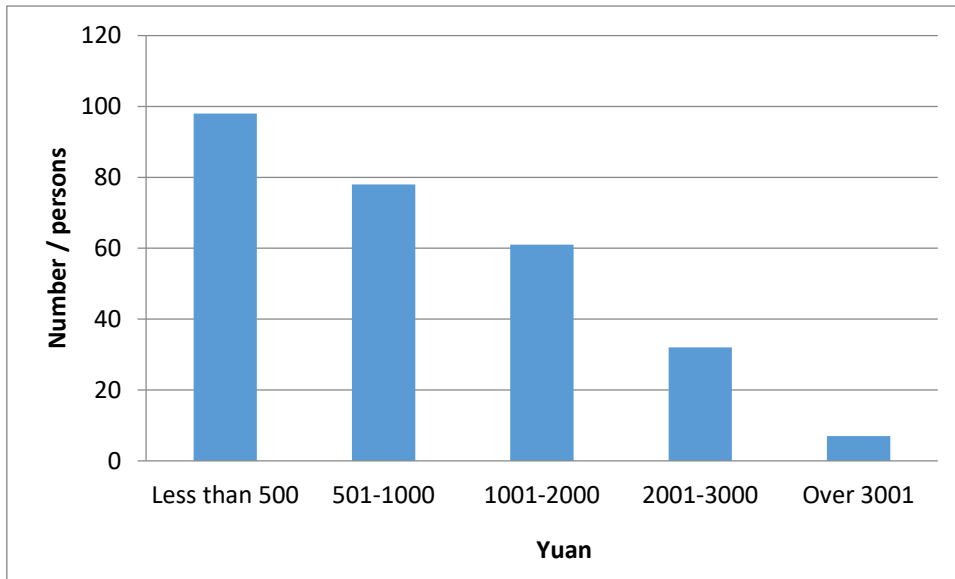

Fig. 3 Custom Price of Clothing

3.2.4 Customized clothing cycle factor analysis

As shown in figure 4, respondents can generally accept the production cycle of customized clothes within one week to 10 days, followed by two weeks, and the proportion of more than three weeks is relatively small.
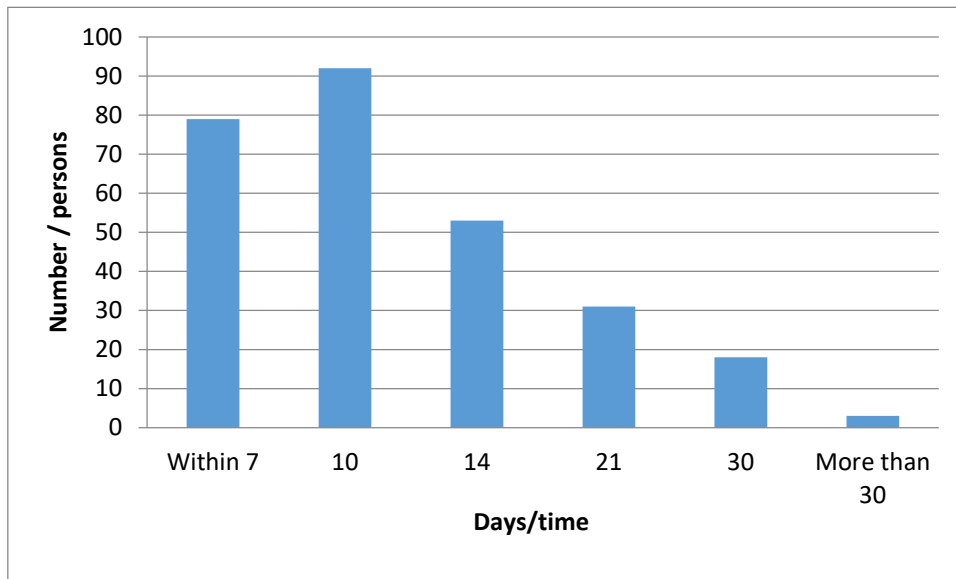
Fig. 4 Customized Clothing Cycle

3.2.5 Consumers attach importance to factor analysis

As shown in figure 5, in the process of remote customization, the fit and aesthetics of finished products are the most important issues for respondents, followed by fabric quality and workmanship, and then after-sales service.
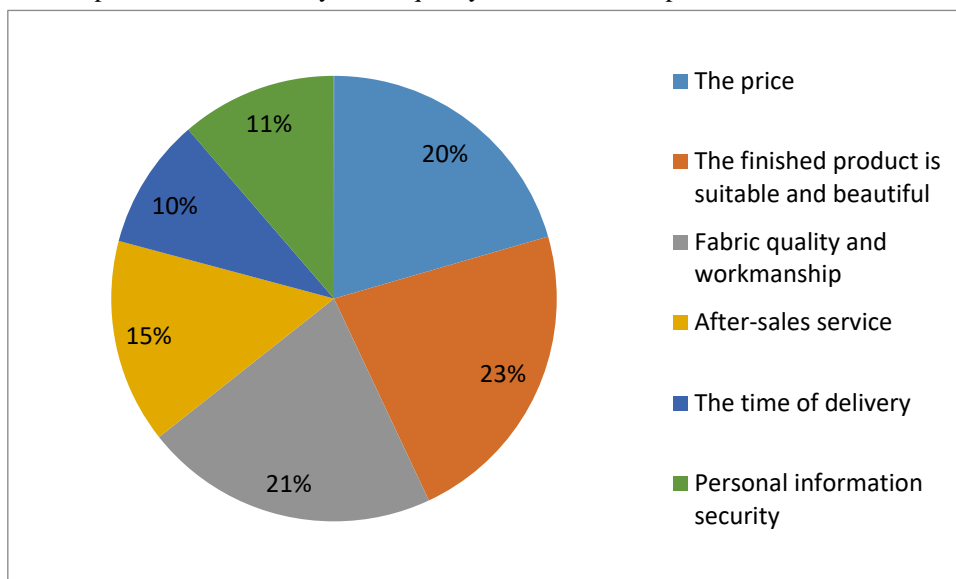

Fig. 5 Consumer Focus Factor

4. Suggestion

From the analysis of the development status and trend of mobile Internet informatization and the above questionnaire survey results, we can see that the remote customized clothing market has great potential and development prospects. However, due to the particularity of clothing and consumers themselves, consumers still have some concerns about customized services. Therefore, based on the above analysis, this paper puts forward the following Suggestions for reference of enterprises and personnel engaged in apparel customization:

(1) Due to the rapid development of modern information technology, mobile phone function more and more powerful, mobile interconnection way custom clothing will be the trend of the development of the apparel industry, the development of mobile phone fashion custom APP, can meet the demand of different levels of consumer experience clothing custom anytime and anywhere, especially small and medium-sized urban consumers can also enjoy big cities clothing customization service, also expanding the city is engaged in the clothing custom target customers;

(2) 30-50 year olds have a stable income and certain social status, and they have a high demand for clothes. They are the

preferred target group for making clothes remotely. The second group is the group under 30 years old.

(3) Currently, there are more customized class clothes, team clothes, work clothes, suits, formal dresses, skirts, shirts and so on in guangdong. There is relatively little demand for customized coats, windbreakers and down jackets, so the prices should not be too high. Although there is little demand for hanfu customization, more and more young people like to wear hanfu, hanfu customization will be a major trend;

(4) The degree of fit, beauty, fabric quality and workmanship of finished products are very important issues for consumers, which puts forward higher requirements for enterprises and personnel engaged in clothing customization. At the same time, due to the fast pace of modern life, the production cycle of customized clothing should not be too long.

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