

Research on driving factors and influencing mechanism of consumer behavior in fashion management

Jiixin Ding

Istituto Marangoni London, London, E1 6PX, UK

Email:055538@istitutomarangoni.org

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Abstract

This paper aims to investigate the underlying causes and mechanisms that drive consumer behaviours in the field of fashion management. Firstly, it examines the impact of fashion trends, popular components, social influences, reference groups, personal values, lifestyle, psychological motivation, perception, economic variables, purchasing power, cultural background, and geographical differences on consumer behaviour. Then it examines the impact of fashion management on customer cognition, emotion, and behaviour, specifically through product design, marketing strategy, and other methods. In addition this study examines and validates the amount of spontaneous consumption among local people using data analysis. Furthermore, it analyses the elements that drive and the mechanisms that influence consumer behaviours in fashion management. Regarding the determinants, the study posits that consumer behaviours is impacted by five factors: fashion trends and prevailing elements, social influences and reference groups, economic factors and personal values, cultural background, and geographical disparities. This research examines the influence mechanism by considering consumer cognition and decision-making process, emotional drive and experiential marketing, social media and online word of mouth, brand image and positioning strategy, and consumer loyalty and brand relationship. Its goal is to offer guidance for fashion enterprises in implementing fashion management practices that are rooted in consumer behaviours.

Keywords

Fashion management; Consumer behavior; Driving factors; Influence mechanism

I. Introduction

In an environment of globalisation and informatisation, the fashion industry is experiencing rapid development as a crucial component of the cultural and creative industries. It plays a significant role in driving economic growth and facilitating cultural interaction. Simultaneously, the advancement of Internet technology has expedited the spread of fashion information, allowing consumers to promptly access

worldwide fashion trends. As a result, consumers have an increasing demand for personalized and customized products and put forward higher requirements for the products and services of fashion enterprises [1]. In this research, fashion companies must accurately grasp the driving factors of consumer behavior in order to stand out in the fierce market competition.

The essence of fashion management lies in comprehending and forecasting customer behaviours to enhance the effectiveness of marketing positioning, product design, and marketing strategy creation. However, the swift developments in the fashion industry and the broadening of consumer preferences present numerous challenges for fashion management.

This research indicates that there are mostly the following aspects: Numerous fashion firms suffer from ambiguous market positioning and struggle to effectively target certain customer groups. This results in a lack of relevance in product design and marketing methods, making it challenging to capture the attention of consumers. Furthermore, the rapid fluctuations in fashion trends present a challenge for enterprises to accurately anticipate shifts in consumer demand. This result in excessive inventory, leading to wastage of valuable resources and creating financial constraints for fashion brands, thereby imposing significant survival pressures. Moreover, in the fiercely competitive market landscape, numerous fashion companies adopt similar marketing methods, resulting in a decrease in brand influence due to the absence of creative marketing approaches. Consequently, it becomes challenging to keep pace with the rapid evolution of fashion trends. With the rise of numerous new fashion brands, consumers now have a wider range of options when it comes to fashion products. Their loyalty towards specific fashion brands is decreasing, posing challenges for enterprises in building lasting customer relationships and hindering the development of fashion brands.

Based on this background, this study of the driving factors and influence of consumer behaviours in fashion management has the potential to enhance and advance the theory of consumer behaviours in the realm of fashion purchasing. Additionally, it can address the existing gap in the theoretical research on the driving factors and influence mechanism of consumer behaviours in fashion management. It can also assist fashion enterprises in gaining a deeper comprehension of consumer behaviours and diverse consumer demands at a practical level. This allows them to consistently engage in product innovation and service optimisation, which improves their brand management capabilities and market competitiveness through more effective market strategies. Simultaneously, it can facilitate the sustainable advancement of the fashion sector, promote economic expansion, and promote the harmonious progression of society. This study is centred around the concept of consumer behaviours in fashion management. It involves an in-depth examination of the factors that drive consumer behaviours and the mechanisms through which they exert influence. The goal of this research is to offer fashion enterprises a scientific founda-

tion for decision-making, as well as theoretical support and practical guidance during the crucial phase of industrial transformation and upgrading. This study aims to help fashion enterprises stay attuned to market trends and achieve sustainable development.

2. Overview of fashion management and consumer behavior

2.1. Connotation and development trend of fashion management

2.1.1. Connotation of fashion management

Fashion management encompasses the organised and strategic management of multiple facets in the fashion business, including product development, brand establishment, marketing, supply chain management, retail operations, and customer service. It involves the application of management principles and procedures to ensure effective control and planning. The primary goal is to fulfil consumers' fashion requirements by implementing new and efficient business strategies, while simultaneously accomplishing the organisations' business objectives.

In essence, fashion management primarily encompasses aspects such as product creation, brand promotion, and market placement. The connotation of fashion management in product design involves a perceptive understanding of fashion trends and a profound knowledge of consumer demand. This often requires investigating and analysing fashion trends, consumer preferences, and competitor dynamics in the target market. The research findings are then used to guide designers in product conception, style design, material selection, and sample production. In order to achieve the goal of attracting and promoting the brand, it is important to ensure that the product design aligns with the brand image and fulfils the aesthetic and functional requirements of the target customer groups. Furthermore, brand promotion is an essential aspect of fashion management and serves as a central manifestation of the essence of fashion management. The connotation of fashion management in brand is demonstrated by its ability to communicate brand value through brand story, visual identity system (VIS), and brand positioning. It also enhances brand awareness and reputation through various marketing channels such as social media, advertising, public relations activities, and celebrity endorsement. Additionally, it strengthens consumer identity and loyalty to the brand through brand experience and customer loyalty programs. The connotation of fashion management in market positioning is demonstrated through its requirements to establish the distinct position of the brand in the market based on brand characteristics, product characteristics, and the preferences of target consumers. This is achieved by analysing the market positioning of competitors and developing market strategies that encompass pricing, channel selection, and promotional activities.

2.1.2. Development trend of fashion management

Due to the advancement of social economy and the continuous expansion of science

and technology, the area of fashion management has seen major changes in its development pattern. The proliferation of digitalisation and networking has significantly increased the dependence of fashion management on digital marketing and e-commerce. This entails firms engaging with consumers through online platforms to obtain immediate feedback and provide personalised service. At the same time, consumers' concern for environmental protection and sustainability has prompted fashion management to attach importance to green design and sustainable supply chain, and brand social responsibility has become an important factor influencing consumers' choice [2]. Furthermore, there is an increasing consumer demand for personalised and customised products. As a result, fashion management has started incorporating big data and artificial intelligence technology to better cater to individual consumer preferences. This has also brought about the importance of diversity and inclusion in fashion management, as having a diverse and inclusive brand image has become crucial for attracting various consumer groups.

2.2.The concept and characteristics of consumer behavior

2.2.1.Concept of consumer behavior

Consumer behaviours encompasses the entirety of actions and responses exhibited by individuals or groups during the course of seeking, acquiring, utilising, and assessing items or services. This notion encompasses the cognitive processes of consumers during the decision-making process, the factors that influence their decisions, and the ultimate act of completing a purchase. It is a significant area of research in marketing and business management. Consumer behaviours encompasses the following fundamental elements: Information search is the process in which consumers actively or passively seek out product features, prices, brand reputation, sales locations, and other relevant information to meet their specific needs or solve a problem. This includes comparing different options. Purchase decision, on the other hand, refers to the final decision made by consumers to buy a particular brand or product after evaluating and selecting the gathered information. This decision-making process involves assessing the product, brand preference, choosing the purchase channel, and deciding on the payment method. The third aspect pertains to product utilisation, which includes the manner in which consumers utilise and consume purchased products or services. This typically involves the operational procedures, frequency of usage, occasions of use, and compatibility with other products. Consumer satisfaction evaluation pertains to the assessment made by consumers regarding the performance, value, experience, and other relevant elements of products or services subsequent to their usage. The assessment of satisfaction level can impact the subsequent purchasing behaviour and brand loyalty of consumers. In short, consumer behaviours is an ongoing process that encompasses information retrieval, purchasing decision-making, product utilisation, and satisfaction assessment. This process is affected by multiple internal and external variables

and evolves alongside changes in consumers' personal experiences and the market environment.

2.2.2.Characteristics of consumer behavior

Consumer behaviours is a multi-dimensional phenomenon that is characterised by diversity, complexity, dynamism, and situational reliance. As a whole, these attributes form the extensive meaning of consumer behaviour research. More precisely, its attributes are primarily categorised under the subsequent aspects: The heterogeneity of customers results in a wide range of consumer behaviours, as each consumer has unique wants, tastes, purchasing habits, and lifestyle. This range of preferences leads to significant variations in product choices, purchase channels, and usage techniques. [3]. Another important aspect is the constantly evolving nature of customer behaviours. As market trends change, new items are launched, and the economic situation changes, consumer demand and preference will continue to develop. When factors such as personal income level, family influence, personal values, and society trends experience changes, customers' purchase selections will likewise be influenced. The third element pertains to the intricacy of customer behaviours. Various elements, such as individual psychological traits, social and cultural background, economic standing, personal experience, and others, collectively influence the purchase behaviours of consumers through reciprocal interaction. The fourth factor is the situational dependence of consumer behaviours. This means that consumers' purchasing decisions are often influenced by specific situations, such as the shopping environment, social support, emotional state, and time pressure. These factors can have varying degrees of impact on consumer behaviour [4]. For instance, a buyer may engage in spontaneous buying during seasonal promotions and exercise greater prudence during regular periods.

2.2.3.Influencing factors of consumer behavior

Consumer behaviours is a complicated procedure that is affected by various elements, which can be categorised into distinct levels: personal, psychological, social, and cultural. Personal factors significantly influence consumer behaviours, mostly through demographic characteristics, lifestyle, and personality traits. Consumers' purchasing power and consumption choice are directly influenced by demographic factors such as age, gender, income, education level, and employment. Furthermore, consumers' consumption habits and brand preferences are influenced by factors such as leisure activities, hobbies, and lifestyle. Furthermore, consumers' purchasing behaviours and product selection tendencies are influenced by both internal and external preferences. Consumer behaviour is significantly influenced by psychological aspects. The primary driver of consumers' purchasing behaviours is their demand for aesthetics, practicality, and preferential prices. This demand is influenced by their perception of products or services in terms of appearance, quality, and price. Additionally, their purchasing decisions and behaviours are shaped by their cogni-

tive and attitudinal responses to products or brands, which are formed through experiential and observational learning. In addition, social variables exert a significant influence on consumer behaviour. Consumers' purchasing behaviours and brand preferences are influenced by various factors, including the consumption habits, values, and purchasing decisions of family members, the demonstration effect of social circles, and the behavioural opinions of friends, colleagues, and peers. Additionally, consumers' values, beliefs, and traditional customs also play a role in shaping their purchasing behaviours and brand preferences. External cultural variables significantly influence consumer behaviour. Consumers' consumption patterns, brand preferences, and purchasing decisions are influenced by their membership in sub-cultural groups and social classes, including factors such as nationality, religion, and area. The impact of globalisation and cross-culture also plays an important part in determining these consumer behaviours. [5].

2.3.The relationship between fashion management and consumer behavior

2.3.1.Influence of fashion management on consumer behavior

The correlation between fashion management and consumer behaviours is significant. Fashion management influences consumer cognition, emotion, and behaviours through diverse mechanisms. Product design in fashion management has a direct impact on the way consumers think and feel. Product design is the central aspect of fashion management, encompassing not only visual elements like appearance, colour, and material, but also the product's functionality and practicality. In addition, it has the ability to communicate the brand's values and style, influencing consumers' aesthetic preferences and emotional connection. Furthermore, fashion management exerts an impact on consumers' cognition, emotion, and behaviour by means of marketing methods. Marketing strategies can engage with consumers through various channels and methods, including advertising, public relations, social media marketing, and promotions. This helps to shape the brand's image, communicate its story and values, and evoke emotional responses from consumers. Also, fashion management may effectively showcase its product appeal and brand principles by utilising celebrity endorsements, fashion shows, and fashion publications, among other platforms. This strategy aims to captivate consumers' interest and therefore influence their perception, sentiment, and actions.

2.3.2.Influence of consumer behavior on fashion management

In the discipline of fashion management, consumer behaviours is influenced not only by fashion management strategies, but also has a reciprocal impact on fashion management itself. This impact affects the strategy adaptation and product innovation of businesses. Consumer behaviours feedback on corporate products is direct. Consumers' purchase behaviours, usage patterns, and feedback serve as direct indicators of their preferences about product design, alignment with brand image, and

satisfaction with service quality. The feedback provided by consumers can assist organisations in gaining a deeper understanding of consumers' wants and expectations. In order to provide guidance for product design and enhancement. Furthermore, the marketing strategy of firms will be influenced by consumer behaviours. The success of marketing operations can be reflected by consumers' purchasing behaviours and participation. Enterprises will evaluate whether to employ similar strategies or develop innovative advertising techniques to influence consumers' purchasing behaviours based on the effectiveness of their marketing efforts. In addition, the brand image and reputation of enterprises are influenced by customer behaviours, customer word-of-mouth communication, social media comments, and brand loyalty directly impact the brand image and reputation. Consumers' favourable perception of a brand's image and reputation can lead to increased market share and enhanced brand value for the company. If consumers have a bad perception of a brand's image and reputation, organisations must take action to rectify the image and restore trust.

3. Empirical analysis

This study collected and analyzed the annual average income data and data of residents of 23 provinces and cities in China from 2016 to 2023 from the Chinese statistical Yearbook and the data published by various provinces and cities, and constructed the consumption model of urban residents by selecting the fixed-effect model. The model formula is shown as follows:

Dependent Variable: CP?

Method: Pooled Least Squares

Date: 12/23/19

Time: 16:00 Sample: 2016 2023

Included observations : 8

Cross-sections included: 23

Total pool(balanced) observations: 184

As shown in the above model, where i ranges from 1 to 23, t represents the selected time interval, so the value is 2015 to 2022, and the marginal propensity to consume is b , which is used to describe the difference in consumption structure between different regions. The least square method was used in the calculation of the model formula, and the results were shown in Table 1.

Table 1. Estimated results of the deviation of spontaneous consumption propensity from average spontaneous consumption by region

Variable	Coefficient	Std. Error	t-Statistic	Prob
CP	2165.039	513.3115	4.217787	0.0000
IP	0.619955	0.024065	25.76145	0.0000
Fixed Effects (Cross)				
AH-C	-554.2757			
BJ-C	3821.276			
CQ-C	345.6906			
FJ-C	-382.2994			

GD-C	1341.901
GX-C	-1263.993
HBI-C	-1581.467
HB2-C	1307.000
HN1-C	-483.1541
HN2-C	-751.6724
HN3-C	-1056.402
JS-C	-1639.095
JX-C	-1137.802
LN-C	75.63205
NMG-C	581.2977
SC-C	-480.9063
SD-C	293.6172
SH-C	8187.413
SXI-C	-1084.21
SX2-C	-2005.022
TJ-C	4761.238
YN-C	-5130.150
ZJ-C	6573.983

As can be seen from the results of Table 1, CP is the model variable of the per capita annual disposable income of urban residents, and IP is the consumption model of the per capita annual consumption level of urban residents. Among them, the marginal propensity to consume coefficient of residents is just over 0.6, which indicates that the difference in the per capita annual consumption level of urban residents is not significant, but there is a significant difference in the spontaneous consumption level (that is, the spontaneous expenditure generated by factors such as consumer preferences, price level and social fashion). Among them, the regions with high spontaneous consumption levels are Shanghai, Zhejiang, Tianjin and Beijing, and their spontaneous consumption levels are 8187.413, 6573.983, 4761.238 and 3821.276, respectively, while the regions with low spontaneous consumption levels are Yunnan and Shanxi, and their spontaneous consumption levels are negative. They are -5130.150 and 2005.022, respectively.

At the same time, the research also conducted corresponding tests on the data analysis results, as shown in Table 2:

Table 2. Analytical Tests for Spontaneous Consumption Levels

Dependent Variable	Coefficient	Dependent Variable	Coefficient
R-squared	0.922185	Mean dependent var	14994.53
Adjusted R-squared	0.899563	S.D. dependent var	5323.877
S.E. of regression	1687.228	Akaike info criterion	17.82064
Sum squared resid	4.55E+01	Schwarz criterion	18.24001
Log likelihood	-1615.51	Hannan-Quinn criterion	17.99066
F-statistic	72.26339	Durbin-Watson stat	1.074457
Prob(F-statistic)	0.000000		

It can be seen from Table 2 that all data regression coefficients in the formula model are not equal to 0, and the model determination technology is 0.92. It shows that the model has a high goodness of fit, so it can be inferred that the analysis results of this study are more reliable.

4. Driving factors of consumer behavior in fashion management

4.1. Fashion trends and popular elements

Fashion trends and fashion aspects are crucial factors in the field of fashion management. They impact on both consumer perceptions and attitudes, as well as their purchasing decisions and brand loyalty. Fashion trends are a reflection of the ever-changing social culture, aesthetic conceptions, and technical advancements. Consumers are often influenced by popular components and fashion trends, leading them to seek out the latest and most popular products. The widespread distribution of fashion trends via fashion publications, social media, fashion bloggers, fashion shows, and other platforms encourages customers to copy and conform to the most recent fashion trends. Additionally, fashion trends can impact consumers' inclination to purchase fashion products through the influence of celebrities, fashion icons on social media, and emotional resonance. Popular elements are styles, trends, or characteristics that are widely liked and desired by the public during a specific period of time. These elements are often seen in fashion, culture, art, music, food, science, technology, and other areas. They are influenced by social culture, economic conditions, technological innovation, media exposure, and other factors. In the fashion industry, clothing styles, colours, patterns, materials, and accessories are influenced by fashion designers, fashion magazines, social media, celebrities, and other factors. Consumers express their personality and aesthetics by imitating and following these popular elements [6].

4.2. Social influence and reference groups

Consumers' purchasing choices are frequently impacted by social influences and reference groups. Consumers' choices are influenced by factors such as social standing, peer pressure, and opinions from social circles. In order to effectively position items and brands to satisfy customer wants, fashion management must have a comprehensive understanding of consumers' social background and reference groups. In addition, the proliferation of social media and online platforms has expanded the scope and diversity of consumers' social influence and reference groups. Celebrities, internet influencers, and social media writers can serve as reference groups for customers, influencing their attire, lifestyle, and purchase decisions. Fashion management must comprehend the dynamics of these emerging reference groups and their impact on consumers' buying choices through social media and internet platforms.

4.3. Economic factors and personal values

The financial condition and purchasing power of consumers are crucial aspects in fashion management, as they directly impact consumers' choices of items and services to purchase. In order to ensure that products and services may appeal to various market segments, fashion management must carefully consider consumers' in-

come levels, purchasing habits, price sensitivity, perception of value, economic cycles, and financial conditions. By conducting market research and analysing data, fashion management can have a greater awareness of consumers' financial circumstances and buying capability. This enables them to adapt pricing plans and advertising campaigns in response to shifts in the economic landscape. By fulfilling the economic demands of consumers, fashion management can enhance sales and market authority, ultimately attaining sustainable growth. Simultaneously, customers' personal values serve as the underlying variables that significantly impact their purchase behaviour. In order to effectively cater to the demands and preferences of consumers, fashion management must diligently consider and comprehend their beliefs and lifestyles, hence ensuring the provision of items that align with these aspects. For instance, certain customers may base their consumption choices on their desire for aesthetics, comfort, exclusivity, and other psychological demands, as well as their evaluation of the product's attributes. In order to effectively create products and services that cater to the needs of target consumers, fashion management must possess a comprehensive understanding of the emotional drives and values of these individuals.

4.4.Cultural background and regional differences

The purchasing behaviours of consumers can also be influenced by their cultural background and regional disparities. Consumers from many cultural origins and geographies exhibit distinct preferences and requirements for product design and brand positioning. In order to effectively position items and brands to fulfil the needs of consumers, fashion management must have a comprehensive understanding of their cultural background and geographical variances. Consumers' choices and consumption habits for fashion products can vary across different countries and regions.

5.The influence mechanism of consumer behavior in fashion management

5.1.Consumer cognition and decision-making process

The cognitive processes and decision-making of consumers play a crucial role in influencing consumer behaviour in fashion management. Consumer decision-making entails the acquisition of pertinent information, the assessment and comparison of various brands and items, and ultimately, the selection of a purchase. In order to effectively position items and brands to suit customer needs, fashion management must have a comprehensive understanding of consumer perceptions and decision-making processes. Through comprehending consumers' views and decision-making processes, fashion management can create efficacious marketing methods to enhance the allure and competitiveness of products. Through targeted advertising and strategic marketing initiatives, fashion management may effectively

shape consumers' perceptions and evaluations of products, ultimately influencing their purchasing decisions. At the same time, fashion management may enhance consumers' ability to assess and contrast various brands and items by offering extensive product information and superior customer service, so allowing them to make satisfying purchasing choices.

5.2. Emotional drive and experience marketing

Consumers' emotions and experience play a crucial role in influencing purchase behaviour in the field of fashion management. To successfully respond to consumers, fashion management has to prioritise the emotional demands and experiences of consumers. Fashion businesses may cultivate emotional connection with consumers by narrating brand stories and communicating brand values and emotional allure. Additionally, they can fulfil consumers' expectations and desires by offering distinctive, customised amenities like personalised services and immersive shopping encounters. The integration of emotional drive and experiential marketing may increase customers' inclination to buy and their allegiance to a brand, while also offering them a comprehensive brand experience, so enabling a company to distinguish itself in a highly competitive market. Furthermore, fashion management must also emphasise the purchasing decision-making process of customers, which encompasses activities such as information gathering, evaluation, and comparison. This is crucial for effectively positioning items and brands to cater to the demands of consumers. By emphasising consumers' perception and decision-making process, fashion management may develop efficient marketing strategies to enhance the appeal and competitiveness of items. Basically, fashion management must thoroughly take into account the emotional demands, experience, and cognitive processes of consumers in order to precisely position items and brands, satisfy consumer needs, and enhance market competitiveness.

5.3. Social media and online word-of-mouth

Social media and internet word of mouth are significant factors in influencing consumers' purchasing decisions. Consumers frequently depend on social media and online platforms to obtain product information, reviews, and suggestions. These platforms offer consumers an extensive database of information, allowing them to promptly comprehend product performance, brand perception, and consumer feedback. In order to enhance customer engagement and bolster brand recognition and reputation, fashion management should prioritise using social media platforms and online word-of-mouth. Hence, it is imperative for fashion brands to proactively utilise social media platforms to interact with consumers, disseminate compelling and valuable content such as fashion trend analysis, product evaluations, brand narratives, and user-generated content through content marketing. This strategy will help establish brand identity and enhance brand visibility through social media advertising and marketing campaigns. Simultaneously, fashion firms must prioritise

consumers' assessment, discourse, and dissemination of products and other online word-of-mouth. They should proactively address consumers' feedback and comments, resolving their issues and uncertainties to enhance consumer satisfaction and brand reputation.

5.4.Brand image and positioning strategy

The brand's image and positioning strategy significantly influence consumers' purchasing behaviours. Consumers evaluate the worth and excellence of products based on the brand's image and positioning. Consequently, fashion management must prioritise brand image and positioning strategies to effectively design the brand's image and positioning and fulfil consumer demands [7]. First and foremost, fashion brands have to successfully communicate their brand values, cultural associations, and design concepts through various forms of brand communication, advertising, public relations activities, and other methods. This occurs with the goal to establish and preserve a strong brand image that enhances consumers' understanding and positive perception of the brand. Furthermore, fashion brands have to create a distinct brand positioning strategy based on the target market and consumer demand. This will help establish the brand's unique position in the market, competitive advantages, and target consumer groups. Ultimately, this will enhance the brand's market competitiveness and appeal. Ultimately, fashion brands should stay vigilant to market fluctuations and consumer desires in order to promptly observe fashion trends, consumer preferences, and competition dynamics. This will enable them to promptly adapt brand image and positioning strategies, thereby sustaining brand vitality and competitiveness..

5.5.Consumer loyalty and brand relationship

The combination of consumer loyalty and brand relationship is essential for fostering consumer trust and loyalty towards a brand. This is of utmost importance for the sustained growth of fashion firms and enhancing their market competitiveness. In order to develop consumer loyalty, firms can strengthen their customer service quality, provide personalised shopping experiences, offer distinctive product designs, and implement creative service models through brand loyalty programs, membership systems, points, and other methods. Simultaneously, fashion enterprises can cultivate a strong bond with consumers by employing effective brand communication, brand storytelling, social media interaction, and other methods. This will enhance consumers' perception of the brand, emotional connection, and overall brand experience, fostering a sense of identity and belonging. Furthermore, the study posits that customer loyalty and brand affinity are heavily influenced by the quality of customer experience. Fashion enterprises must prioritise consumers' shopping experience by focussing on product display, fitting experience, and after-sales service. Furthermore, they should adapt to the evolving fashion industry, consistently innovate, and present new product lines, design concepts, and market-

ing strategies. In order to satisfy consumer expectations for freshness and novelty, and to maintain brand attractiveness and competitiveness.

6. Conclusion

This article offers a comprehensive examination of the underlying reasons and mechanisms that drive consumer behaviour in fashion management. It gives both theoretical foundations and practical recommendations for fashion firms. Studies have revealed that consumer behaviour is impacted by an assortment of elements, such as fashion trends, social influences, personal beliefs, psychological motivations, economic factors, and cultural background, among others. In order to effectively position items and brands to suit customer wants, fashion management must thoroughly evaluate these elements. Simultaneously, consumer behaviours has a reciprocal impact on fashion management, influencing the strategic adaptation and product innovation of companies, as well as their market share and long-term viability. This article examines the elements that drive and influence customer behaviours in fashion management. The primary determinants encompass five key aspects: fashion trends and dominant elements, social impact and reference groups, economic circumstances and personal beliefs, cultural background, and regional disparities. This research examines the influence mechanism in the context of consumer behaviours. It explores various factors such as consumer cognition, decision-making process, emotional drive, experiential marketing, social media, online word of mouth, brand image, positioning strategy, consumer loyalty, and brand relationship. It aims to provide fashion enterprises with insights and guidance for effective fashion management practices. Unfortunately, this paper did not include a plan to undertake a thorough and methodical examination and analysis of consumer behaviours in fashion management, perhaps due to space constraints. This paper will perform comprehensive research on customer behaviours of different fashion brands in order to offer accurate recommendations and references for companies to develop fashion management strategies and implement them effectively.

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