

Research on Content Marketing Strategy of Guangzhou Online Used Clothing Stores - Based on the Analysis of Consumer Psychology and Behavior

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Abstract:

This study analyzes the content marketing strategy of online second-hand clothing stores in Guangzhou. It is found that consumers' purchase motives include economic rationality, environmental identity and social attributes, and their purchase decisions are significantly influenced by trust mechanisms and risk perception. Based on this, we constructed a content marketing strategy oriented to consumers' psychological needs, such as creating value resonance and trust-enhancing content, implementing precise reach and interaction strategies, and carrying out scenario-based marketing innovation. To address the problems of content homogenization and user retention, data-driven and membership system optimization are proposed. The study confirms that taking consumer psychology as the core, shaping brand value through storytelling and scenario-based content, and integrating online and offline trust-enhancing strategies can promote stores to realize "value co-creation" upgrading, and provide theoretical and practical references for industry development.

Keywords: Guangzhou Online Used Clothing Store, Content Marketing, Consumer Psychology and Behavior, Marketing Strategy

1. Introduction

1.1 Background and significance of the study

Against the backdrop of rising global environmental awareness and the booming sharing economy, the

second-hand clothing market has ushered in unprecedented development opportunities. Consumers' consumption concepts have gradually shifted from the traditional pure pursuit of new products and high consumption to a more cost-effective, environmentally friendly and personalized direction^[1]. This shift

not only reflects consumers' recognition of the concept of sustainable development, but also provides a solid market foundation for the prosperity of the second-hand clothing market.

Guangzhou, as China's fashion capital and economic center, has seen a particularly dramatic development in its online second-hand clothing market. In recent years, the size of Guangzhou's online second-hand clothing market has continued to expand, with numerous online second-hand clothing stores springing up. These stores not only provide consumers with a wide variety of second-hand clothing options, but also promote the recycling of resources to a certain extent, in line with the current trend of green development.

At this stage, the research on content marketing of second-hand clothing mainly involves the value perception and dissemination of second-hand clothing, and the influence of social media on the marketing of second-hand clothing, but less combined with the analysis of consumer psychology and behavior.

With the development of the market, consumers' demand for second-hand clothing is also showing a diversified trend. No longer limited to the price factor, they began to pay more attention to the quality of clothing, environmental performance and personalized features. This change has put forward new challenges and requirements for the business strategy of online second-hand clothing stores. Content marketing, as a marketing method that can effectively connect consumers and brands, has gradually become the key to enhancing the competitiveness of online second-hand clothing stores. Through high-quality content output, stores can better convey brand concepts, display product characteristics, and meet the growing personalized and emotional needs of consumers, so as to stand out in the fierce competition in the market.

1.2 Research framework and methodology

Based on the theory of consumer behavior, this study provides an in-depth analysis of the content marketing strategies of online second-hand clothing stores in Guangzhou. By comprehensively combining the relevant theories of consumer behavior, it provides a solid theoretical foundation for the subsequent research. At the same time, it closely

combines with the actual cases in Guangzhou, such as the representative online second-hand clothing stores such as Clothing Tribe, to analyze the practical experience and problems of their content marketing in depth.

In terms of research methodology, literature analysis and case study are adopted. Through extensive review of relevant literature at home and abroad, research results in the fields of second-hand clothing market, content marketing and consumer behavior are systematically sorted out to provide comprehensive theoretical support for the study and reveal the intrinsic connection between content marketing strategy and consumer psychology and behavior, so as to provide targeted suggestions and guidance for optimizing the content marketing strategy of online second-hand clothing stores in Guangzhou.

2. Guangzhou online second-hand clothing store development status analysis

2.1 Market Characteristics and Competitive Landscape

As an important fashion and business center in China, Guangzhou's online second-hand clothing market exhibits unique market characteristics and an intense competitive landscape.

In terms of product diversity, Guangzhou's online second-hand clothing stores offer a wide range of products, covering all levels from high-end luxury goods to affordable daily wear. There are second-hand clothes of international famous brands, such as Chanel and Gucci, which meet the needs of consumers who pursue high quality and fashion sense; there are also a large number of affordable daily brands, such as second-hand styles of Uniqlo and ZARA, which provide abundant choices for consumers who emphasize on price-performance ratio. This multi-level commodity structure enables people of different consumption levels to find suitable commodities in Guangzhou online second-hand clothing market, which fully meets the diversified needs of the market.

Service upgrading has also become one of the core competencies of online second-hand clothing stores in Guangzhou. Many stores provide professional appraisal services to ensure the authenticity and quality of the second-hand clothes they sell. For example, some stores hire a team of

professional appraisers to strictly appraise each piece of luxury clothing on the shelves and issue detailed appraisal reports, so that consumers can buy with confidence. Meanwhile, cleaning and maintenance services are also increasingly emphasized. Stores will adopt professional cleaning and maintenance methods according to the materials and characteristics of different garments, so that the used garments will look brand new. Some stores have also opened offline experience stores, so that consumers can personally try on and feel the goods, to enhance the sense of reality and experience of shopping. Taking Clothing Tribe as an example, the store not only provides 7-day no-reason return and exchange service, but has also set up a specialized customer service team to answer consumers' questions and deal with after-sale problems at any time, which greatly enhances consumers' shopping satisfaction^[2].

The integration of online and offline is also a notable trend in Guangzhou's online second-hand clothing market^[3]. Products are displayed, sold and promoted through online platforms to attract consumers' attention; at the same time, offline brick-and-mortar stores are utilized to provide try-on, experience and after-sale services to enhance consumers' trust and purchase willingness. Online and offline linkage promotions are also frequently carried out, such as issuing coupons online and using them in offline stores; organizing new product launches offline and synchronizing live broadcasts online. This integration mode effectively enhances user stickiness and promotes the development of the market.

2.2 Typical Case Study: Clothes Tribe's Operation Model

As a typical representative of Guangzhou's online second-hand clothing stores, Clothes Tribe's successful operation mode is worth studying in depth.

In terms of quality control, Clothes Tribe has established a strict three-stage quality inspection process. First is the appearance inspection. The staff will carefully check the appearance of the garments, including whether there are stains, damage, deformation and other problems, to ensure that the garments visually meet the sales standards. Second is material inspection. For different materials of

clothing, the use of professional testing equipment and methods to detect the authenticity and quality of the material, such as the composition of the fabric, wear resistance and so on. Lastly, professional maintenance. For some high-grade or special material garments, Clothes Tribe will arrange professional maintenance personnel to take care of them, such as waxing of leather garments, special cleaning of silk garments, etc., so that the garments can be kept in good condition. Through this series of strict quality control processes, Clothes Tribe ensures that every piece of second-hand clothing sold on the shelves is of high quality, winning the trust of consumers.

Clothes Tribe also actively practices the concept of environmental protection, through public welfare donations and used clothing recycling activities, to reduce the waste of resources and strengthen the brand's image of social responsibility. Clothes Tribe regularly organizes public welfare donations and donates some of the recovered used clothes to residents of poor areas and charitable organizations to provide help to the needy. At the same time, Clothes Tribe vigorously carries out used clothes recycling business, encouraging consumers to donate their unused clothes to Clothes Tribe. After processing, some of these recycled clothes are re-sold in the market to realize the recycling of resources, while the other part is treated in an environmentally friendly way to reduce the pollution to the environment. Through these environmental initiatives, Clothes Tribe not only contributes to society, but also enhances the brand's reputation and influence.

3. Deconstruction of Consumer Psychology and Behavioral Characteristics

3.1 Consumption Motives and Psychological Drivers

In the Guangzhou online used clothing market, consumer purchasing behavior is driven by a variety of motivational and psychological factors. Economic rationality is an important consideration for many consumers. This consumer psychology is particularly evident in the young consumer group and the middle- and low-income groups. For young people starting their careers, they are faced with various

expenditures such as rent and living costs, and are under greater economic pressure. When buying clothes, they prefer to choose affordable second-hand clothes to meet their daily wearing needs. Some brands of second-hand clothing, although relatively low-priced, still maintain a better quality and fashion sense, which is very attractive to consumers in pursuit of cost-effectiveness.

As the concept of environmental protection becomes more popular, more and more consumers are concerned about the impact of clothing consumption on the environment. In a study of college students in Guangzhou, it was found that they chose to buy second-hand clothing because they support sustainable development^[4]. These consumers realize that purchasing second-hand clothing can reduce resource consumption and environmental pollution in the clothing production process, which is an environmentally friendly consumption behavior. They hope to contribute to environmental protection through their purchasing choices. In the interviews, many consumers said that they knew that clothing production has a great impact on the environment, and that purchasing second-hand clothing would allow these garments to be reused and reduce waste. This environmentally-identified consumption motive not only reflects consumers' concern for environmental issues, but also their active practice of the concept of sustainable development.

Social attributes are also one of the important motivations for consumers to buy used clothing^[5]. In today's society, personalized expression and a sense of community belonging have become important goals for people to pursue. The rich variety of styles and unique designs in the second-hand clothing market provide a platform for consumers to express their individuality. By wearing distinctive second-hand clothing, consumers can express their unique tastes and personalized styles to stand out in social situations. There is a growing community of vintage dressing enthusiasts in Guangzhou, who are keen to find vintage-inspired clothing in second-hand clothing markets and express their unique vintage charm through matching. They have formed a close-knit community through social media and offline gatherings, exchanging experiences and sharing buying tips. In this community, members can not only satisfy their love for vintage dressing, but also get a

strong sense of community belonging.

3.2 Key influences on purchasing decisions

In Guangzhou's online second-hand clothing market, consumers' purchasing decisions are influenced by a variety of factors, of which trust mechanism and risk perception are two key factors.

Trust mechanisms play a crucial role in consumers' purchasing decisions. Platform qualification is an important basis for consumers to judge the trustworthiness of a platform. A platform with good qualifications, such as having relevant business licenses and a formal registration process, will make consumers feel that the platform is more reliable, thus increasing their willingness to purchase second-hand clothing on that platform^[6]. Commodity evaluation is also an important factor affecting trust. Consumers tend to scrutinize other buyers' evaluations of goods before purchasing. Goods with a high rate of favorable reviews and real and detailed reviews will make consumers more confident in their quality and quality^[7]. On some online second-hand clothing platforms, consumers can see the physical photos and detailed text evaluations uploaded by other buyers, and this evaluation information can help them better understand the actual condition of the goods, so as to make a purchase decision. Appraisal certificates are important proof of the authenticity and quality of the goods for some high-end brands or second-hand clothes made of special materials. If a piece of second-hand luxury clothing can provide professional authentication certificates, consumers will be more assured of their purchase.

Consumers also perceive and assess possible risks when purchasing second-hand clothing, and this perception of risk significantly influences their willingness to buy^[7]. Commodity hygiene is one of the common concerns of consumers. Since second-hand clothing has been used by others, consumers are concerned that bacteria and stains may remain on the clothing and affect their health. When purchasing intimate apparel, consumers are more demanding of hygiene conditions and tend to choose more carefully. Size matching is also a major concern for consumers. Online purchasing of used garments cannot be tried on, and consumers can only choose based on the size information provided by the merchant. If the size is

inaccurate, the garment may not fit properly, affecting the wearing effect. Therefore, it is important for merchants to provide accurate and detailed sizing information, as well as a suitable return and exchange policy, to minimize consumers' perception of risk.

4.The construction and implementation of content marketing strategy

4.1 Content design based on psychological needs

Value resonance content can effectively touch the hearts of consumers and trigger their emotional resonance. Guangzhou online second-hand clothing stores can integrate the environmental protection concept of "every piece of clothing has a new life" by producing short videos that tell the story of the transformation of old clothes. In the short video, show how an old shirt is transformed into a fashionable plunging neckline short top, which not only retains the classic elements of the shirt, but also gives it a new sense of fashion. Through the detailed demonstration of the transformation process and the exposition of the environmental protection concept by the transformer, consumers can deeply feel the charm and value of transforming old clothes.

Trust-enhancing content plays an important role in removing consumers' purchasing doubts and boosting their purchasing confidence. Online second-hand clothing stores can show the whole process of the quality inspection process through live streaming. In the live broadcast, detail that each piece of used clothing has to go through a strict inspection before it is put on the shelves for sale, including fabric texture, color, size, and whether there is any damage or stains. Professional quality inspectors are invited to explain and show how they use professional tools and methods for inspection, so that consumers can visualize the standards and processes of quality inspection. At the same time, the store can also create a collection of positive user reviews to organize and display consumers' real comments and feedback. These positive reviews can be in the form of text, pictures or videos, showing how satisfied consumers are after receiving the goods and how they recognize the store's services.

4.2 Precision Reach and Interaction Strategies

Community operation is an effective means to enhance user stickiness and engagement^[8]. Guangzhou online second-hand clothing stores can establish a wearing exchange group to attract consumers who are interested in wearing to join. Within the group, "old clothes makeover contest" is regularly organized to encourage users to share their old clothes makeover works. Set up rich prizes, such as coupons, free used clothes or fashion accessories, to inspire users to participate. In one of the "Old Clothes Makeover Contests", users actively participated and submitted a variety of creative old clothes makeovers, including transforming old jeans into stylish denim skirts and old T-shirts into personalized off-the-shoulder tops. These works were shared in the group, triggering enthusiastic discussions and praise from other users, which not only enhanced the interaction and communication between users, but also improved their sense of belonging and identification with the store.

KOL cooperation can leverage their influence and fan base to expand brand awareness and influence. Guangzhou online second-hand clothing stores can invite environmental bloggers, vintage fashionistas and other KOLs who fit the brand's image to collaborate. Eco bloggers can share their love and support for second-hand clothes from an environmental perspective, and how they practice environmental protection by buying and wearing second-hand clothes. Vintage fashionistas can show how to mix and match second-hand clothes to create a unique vintage style, attracting fans' attention and imitation^[3].

4.3 Scenario-based marketing innovation

Theme planning can be combined with different time points and consumer demand, to stimulate their immediate consumption needs. Guangzhou Online second-hand clothing stores can launch the "Graduation Season Break-away" thematic campaign, targeting graduating student groups and publicizing the cost-effective and environmentally friendly concept of second-hand clothing. In the campaign, display clothing styles suitable for graduation season, such as simple dresses and dry suits, to meet the students' needs to dress for graduation ceremonies, job interviews and other occasions. At the same time, special of-

fers, such as markdowns and discounts, are introduced to attract students to make purchases. In the “Seasonal Wardrobe Renewal” campaign, we recommend second-hand clothes suitable for the season, such as light jackets for spring and cool short-sleeves for summer, according to seasonal changes. Through matching suggestions and fashion information, we help consumers create new seasonal outfits and boost their desire to buy.

Offline experience can provide consumers with a more realistic and intuitive shopping experience, enhancing their emotional connection with the brand. Guangzhou online second-hand clothing stores can set up a “clothing history wall” in their flash stores, displaying clothing styles and trends from different eras so that consumers can understand the development of clothing. Combined with AR technology, when a consumer scans a picture of a garment on the wall, the story of the garment’s flow will be displayed on the phone, such as its former owner and the occasion of wearing it, increasing the consumer’s sense of participation and curiosity. Through this scenario-based marketing approach, consumers are not only able to purchase their favorite used clothing, but also feel the cultural and emotional value behind the clothing, thus enhancing their sense of identity and loyalty to the brand.

5. Challenges and optimization recommendations

5.1 Analysis of existing problems

Although Guangzhou online second-hand clothing stores have made some achievements in content marketing, there are still some problems that constrain their further development. Content homogenization is a more prominent problem. Most platforms lack innovation in content creation, relying only on a simple list of commodity information, such as clothing styles, colors, sizes, prices and other basic information, and lack of emotional narratives and unique brand stories. This kind of uniform content cannot attract the attention of consumers, and it is difficult to establish a unique brand image in the minds of consumers. In many online second-hand clothing stores, many stores’ product introduction copy is almost identical, simply describing the appearance and material of the clothing,

without reflecting the uniqueness of the clothing and the story behind it, resulting in consumers feeling bored when browsing, and it is difficult to generate the desire to buy.

Difficulty in user retention is also a major challenge for online second-hand clothing stores in Guangzhou. At present, the repurchase rate of online second-hand clothing stores in Guangzhou is generally low, which indicates that the stores are deficient in attracting users to buy again. The lack of long-term incentives is one of the most important reasons for the difficulty of user retention. Many stores only provide some benefits, such as discounts and coupons, when users make their first purchase, but there are no continuous incentives to maintain users’ enthusiasm for purchasing during their subsequent purchases. Insufficient interaction between stores and users and failure to establish a good user relationship also makes users easy to lose. Many stores rarely take the initiative to communicate with users after their purchase to understand their feelings and needs, resulting in a gradual decrease in user attention and loyalty to the store.

5.2 Optimization directions

In order to cope with the above challenges, Guangzhou online used clothing stores need to take a series of optimization measures to improve the effectiveness of content marketing.

Data-driven is one of the key directions for optimizing content marketing. By leveraging user browsing behavior analysis, stores can gain insight into users’ interests and preferences to push personalized content. When a user browses vintage-style clothing on a store’s platform, the system can record the user’s browsing behavior and analyze the user’s interest in vintage items. Afterwards, the store can push “Guess Your Favorite Vintage Singles” to the user based on this analysis to display more clothing styles with vintage styles to meet the user’s personalized needs. This kind of personalized recommendation can not only improve the user’s shopping experience, but also increase the user’s purchase conversion rate.

Establishing a comprehensive membership system is also an effective means to enhance user loyalty and retention. Stores can establish points for maintenance services, exclusive discounts and other mechanisms to incentivize us-

ers to continue to buy. Users can get corresponding points for each item purchased, which can be used to exchange for clothing maintenance services, such as cleaning, ironing, etc., so that the user's used clothing is always in good condition. Members can also enjoy exclusive discounts, enabling them to place orders at more favorable prices when purchasing goods. Through these membership benefits, users will feel that the store values and cares for them, thus increasing loyalty to the store and repurchase rate. At the same time, the store can classify members into different levels according to their consumption amount and frequency, and provide differentiated services and rights for members of different levels to further stimulate users' consumption enthusiasm.

6. Conclusions and outlook

6.1 Conclusions of the study

This study focuses on the content marketing of online second-hand clothing stores in Guangzhou, and clarifies that consumer psychology and behavioral characteristics are the core of strategy construction. Through the creation of value resonance, trust-enhancing content, the implementation of accurate reach interaction and scenario-based marketing innovation can meet consumer demand; in the face of content homogenization, user retention challenges, we need to rely on data-driven and membership system optimization to break through, and help the industry to the "value co-creation" of the transition.

6.2 Future prospects

Looking ahead, with the continuous development of digital technology, the content marketing of online used clothing stores in Guangzhou will usher in new opportunities and changes. The rise of meta-universe technology provides a broad space for the popularization of virtual fitting room. Consumers don't need to try on the clothes themselves, they can feel the wearing effect of the clothes in all directions and from multiple angles through the virtual fitting room, which will greatly enhance the convenience and interest of shopping and effectively reduce the return rate due to problems such as the size does not fit. Digital collections, as an emerging form of digital assets, will

also inject new vitality into the used clothing industry. Stores can issue digital collectibles related to second-hand clothing, such as digital models of limited edition clothing and digital commemorative albums of the stories behind the clothing, to give second-hand clothing more cultural connotation and collection value, and satisfy consumers' pursuit of uniqueness and personalization.

As consumers' environmental awareness and sustainability concepts continue to deepen, the demand for the second-hand clothing market will continue to grow. Guangzhou online second-hand clothing stores should grasp this market trend and further optimize their content marketing strategies. By cooperating with environmental organizations to carry out more environmentally friendly public welfare activities, and integrating these activities into content marketing to enhance the brand's sense of social responsibility and image. Strengthen cooperation with suppliers to ensure the quality and supply stability of second-hand clothing and provide consumers with more choices of high-quality goods. At the same time, we continue to innovate content forms and communication channels, and utilize emerging media platforms such as short videos and live broadcasts to improve the communication effect and influence of our content.

Content marketing for online second-hand clothing stores in Guangzhou has a broad development prospect. Through in-depth understanding of consumer psychology and behavior, continuous innovation and optimization of content marketing strategies, and actively responding to market changes and challenges, these stores will stand out in the fierce market competition, achieve sustainable development, and make greater contributions to promoting the prosperity of the second-hand clothing industry.

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