

快時尚唯快不破



Due to the rapid development of e-commerce platforms, online shopping has become an indispensable part of people's daily life. Different types of shopping platforms have different marketing methods, and it is not easy to gain a foothold in this aspect.

Therefore, this study takes the e-commerce platform SHEIN as the research object to understand how SHEIN develops rapidly in the fiercely competitive online shopping market, sort out the controversial issues faced by SHEIN, investigate consumer satisfaction, and provide specific marketing planning concepts.

Issues faced

Environmental pollution

Toxic materials

Copying of a design

Labor exploitation

Marketing plan

Q1

Would consumers buy more if SHEIN raised prices for better materials and safety?

A1

Nearly 60% of respondents indicated an increased willingness to purchase, mainly because **"they are willing to try the improved products."**

Transparency helps keep price-sensitive buyers despite quality upgrades.

Q2

If SHEIN opens physical stores in Taiwan selling clothing, would you be more willing to shop?

A2

Nearly 90% of respondents want to see products in person to reduce risk and boost buying intent.

Maintain e-commerce while offering safer shopping and boosting loyalty.

Conclusion

Low cost



Enhanced big data marketing



Precise data analysis



Suggestion



Focus on material selection



Expand offline channels



Improve labor rights