

Analysis of Online Reviews on Hanfu Based on Text Mining: A Case Study of JD.com

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Abstract: Hanfu is a component of China's excellent traditional culture, but there is relatively little research on consumer satisfaction with Hanfu products. This paper takes JD.com as an example to conduct statistical analysis on the brand information, price range distribution, and discount information of Hanfu products, and uses text mining methods to conduct sentiment analysis and social network analysis on product reviews. The research finds that consumers have a high recognition of brands, are willing to pay for the high-end pricing of Hanfu, and labels such as "reassuring purchase", "free shipping", and "JD Logistics" have a certain promoting effect on the sales of Hanfu. Consumers have a good overall perception of Hanfu, and when purchasing Hanfu online, they mainly focus on product quality, price, and other aspects. In the future, Hanfu brands should strictly control product quality and closely integrate Hanfu with Chinese traditional culture.

Keywords: Hanfu; Online Reviews; Text Mining; Social Network Analysis

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Introduction

Hanfu embodies the beauty of inheritance and is a component of China's outstanding traditional culture^[1]. With the enhancement of China's comprehensive national strength and the strengthening of cultural confidence construction, contemporary young people have shown a significant emotional identification and belonging to traditional culture^[2]. In 2019, the transaction volume of Hanfu on the Taobao platform exceeded 2 billion yuan, and it is still growing at an average annual rate of 150%; although the consumer group is small, the growth rate is considerable. The number of Hanfu enthusiasts has reached 3.561 million, with a year-on-year growth of 74.4%^[3]. With the development of technology and the increase in residents' disposable income, online shopping has become the preferred shopping method for consumers, and the way consumers obtain product information has also changed from traditional word-of-mouth to online reviews. This paper takes the JD.com as an example to collect the sales feature information and product review data of Hanfu, analyzes the sales features of Hanfu and conducts text mining on product reviews, explores consumers' preferences for purchasing Hanfu and puts forward relevant suggestions, so as to help merchants better understand consumer needs and market conditions, and provide reference for the strategic decision-making of e-commerce enterprises. It has strong innovation and practical significance.

1. Research Overview

Hanfu, also known as Chinese traditional clothing or Huafu, is the full name "Traditional Han Ethnic Clothing". It evolved

continuously in the areas where the Han ethnic group lived and gathered from the reign of Emperor Huangdi to the late Ming and early Qing dynasties, around the 17th century AD^[4]. Hanfu, as the representative clothing of the traditional clothing culture of the Chinese nation, vividly showcases the characteristics of Chinese culture and is an important carrier of Chinese culture. According to its form, Hanfu can be classified into four categories: “Shangfang”, “Shenyi”, “Paofu”, and “Ruanshen”. With the revival of traditional Chinese culture and the enhancement of cultural consciousness, Hanfu culture, as an important part of traditional Chinese clothing culture, has gradually attracted the attention and affection of young people. At the same time, the rapid development of Internet technology has provided new opportunities for the inheritance and innovation of traditional culture. The Internet has provided new ideas for the dissemination of Hanfu culture, and the promotion methods and marketing strategies of traditional clothing brands have changed due to the emergence of the Internet.

Hanfu in each dynasty has its own characteristics of the dynasty, but overall presents the style of “top garment and bottom dress” and “deep clothing”. Currently, the research on Hanfu mainly focuses on Hanfu culture. Wei Pengju (2021) believes that Hanfu is not an ordinary cultural industry, but a cultural industry with Chinese characteristics^[5]. Yang Xue et al. (2022) used Hanfu as the starting point and investigated the evolution of its style representations and the interaction relationship of its changes among young people to explore the cognitive and value changes of contemporary youth towards the “traditional” image^[6]. Jiang Na (2022) believes that Hanfu has become a cultural totem that people love, and with this strong cultural sentiment trend, China’s excellent traditional clothing culture thus has the opportunity to integrate into modernity and go global^[7]. Studies have shown that online product reviews have a significant impact on consumers’ purchase decisions^[8]. Therefore, many scholars analyze consumers’ online reviews to improve enterprise products and services and increase customer stickiness. Kang Lei and Zhang Yu (2024) used data from the Russian e-commerce platform Wildberries and applied text mining technology to analyze the online review content of products on the platform for sentiment analysis. Through the weight of consumer evaluation dimensions, the positive rate of emotions, and the degree of improvement needed, they obtained feedback information from clothing consumers^[9]. Qiu Dongyang and Yi Xian (2023) mined the online reviews of personal care and beauty products on Tmall during the Double Eleven period to explore consumer satisfaction before and after the event^[10]. Lin Weizhen et al. (2023) used 11,349 online review data from Amazon’s shopping website and used the LDA model to identify customer satisfaction dimensions, combined with machine learning algorithms to construct a satisfaction model. The results showed that consumers’ attention to products focused on functional attributes, service attributes, and quality attributes, etc., in 13 product dimensions of 7 comprehensive attributes^[11].

In conclusion, using online reviews to study consumer satisfaction is a current research hotspot. In recent years, research on Hanfu has also increased, but there is less research on the satisfaction of Hanfu products. Online reviews are the real feedback of consumers’ shopping experience. Digging out the consumer satisfaction from them is of great significance for promoting the development of Hanfu e-commerce. This paper analyzes the sales characteristics information and product review data of Hanfu on JD Mall through sentiment analysis, feature keywords, word cloud charts, and network visualization analysis, aiming to explore the impact of Hanfu online reviews on consumers’ purchase intentions on the new media platform.

2. Research Plan Design

2.1 Research Method

Text mining refers to data mining of unstructured text, such as sentiment analysis, word frequency analysis, and semantic network analysis, etc. This method has been widely applied by scholars at home and abroad in comment analysis^[12]. Compared with market research methods and expert interviews, text mining method can more conveniently and quickly identify consumers’ concerns and preferences, saving time, manpower and resources^[13].

2.2 Data Collection

JD Mall is the second largest e-commerce platform in China, with a large customer base. Its online comment module is comprehensive, detailed and convenient for consumers to read, and has strong representativeness^[14]. This paper uses the Octopus software to collect the Hanfu comment data of JD Mall, including basic information such as the brand, price and positive rate of the products. The data is up to May 1, 2024. Secondly, to understand the satisfaction and factors of concern of Hanfu product comments, the comments of the top five children’s Hanfu and adult Hanfu products with the highest number

of comments were obtained. A total of 3,058 comments for children's Hanfu and 1,384 comments for adult Hanfu were collected.

Part of the original comment data in Table 1

User	Comment
Yuyi***tears	The fabric and craftsmanship of the dress are excellent. It is comfortable and breathable to wear. It is made of chiffon fabric, with a lot of drape. The lining is made of cotton yarn fabric, and there are embroidery patterns. The style is simple and elegant... You can buy it with confidence.
u***d	A beautiful Hanfu dress. The actual product is very beautiful. The fabric is soft, comfortable, and skin-friendly, breathable. The waistline design is cinched, and there are flower embroideries. It looks great when worn. The pink color complements one's skin tone. I'm satisfied.
j***t	A very beautiful Hanfu skirt. It is made of chiffon fabric, soft and comfortable, breathable. It is just suitable for summer. The small bag it comes with is also very cute.
u***m	The style is very nice, the fabric is comfortable, the workmanship is good, it doesn't pinch the flesh, and it is safe to wear for children.
u***y	Finally, I bought a satisfactory dress. It exceeded expectations. I really like it. Everyone around me says it looks nice. The fabric is very comfortable, and the child is very happy.
Xixi***cai	The quality is quite good. The fabric is smooth and soft, not pinching the skin, and it is breathable and cool. My daughter looks very nice when wearing it. It is very beautiful when paired with the small bag.
c***a	The Hanfu skirt is so beautiful. My daughter loves it very much. Wearing it gives a feeling like a little fairy. The quality is very good, and the delivery is very efficient.
Wanxi***xi	A very beautiful piece of clothing. It looks beautiful when wearing it in spring and summer with the baby. A friend asked where I bought it, and I have recommended it.

3. Sales Characteristics of Clothing

To understand the sales characteristics of Hanfu products on JD Mall, this article analyzes the data related to the brands, prices, and ratings of Hanfu products.

3.1 Brand Positioning of Hanfu

By conducting research on the Hanfu products on JD Mall, it was found that there are over 500 brands included, such as Return to Han and Tang, Zhiyeshi, San Yuyu, Anni Youyu, etc. This article selects ten Hanfu brands for analysis, and the price range distribution of each brand's Hanfu is shown in Figure 1. The price levels among the brands are clearly distinct. The lowest price of each brand's Hanfu is 0, and the highest price is the highest among Romon, San Yuyu, and Return to Han and Tang, all exceeding 2000 yuan; the highest price of the Disney brand is around 1500 yuan; and the prices of Zhiyeshi, Zhongling Ji, and Ai Zhu'er are all below 1000 yuan.

Figure 1 Price Positioning of Hanfu Brands



3.2 Product Price Range

Jingdong Mall has a total of 1.3 million sets of Hanfu. The price range distribution is from the Jingdong website. As shown in Table 1, the distribution of Hanfu in different price ranges is presented. Hanfu priced below 79 yuan accounts for 1,700 pieces, accounting for 0.1% of the total, and the proportion of users who like it is 9%; Hanfu priced between 79 and 197 yuan has the largest quantity, approximately 1.3 million pieces, accounting for 99.64%, and the proportion of users who like it reaches 30%; Hanfu priced between 197 and 349 yuan has 5,300 pieces, accounting for 0.4%, and the proportion of users who like it is 43%; Hanfu priced between 349 and 491 yuan has 1,100 pieces, accounting for 0.08%, and the proportion of users who like it is 12%; Hanfu priced between 491 and 2,038 yuan has 900 pieces, accounting for 0.06%, and the proportion of users who like it is 6%. The most numerous price range is not the one that users like the most. 99% of the products have only about 30% of users who like them. Thus, it can be seen that consumers recognize the higher price positioning of Hanfu. Compared to the price, they may pay more attention to product quality or other factors when making purchases.

Table 2 Price Distribution of Hanfu

Price range	Quantity (pieces)	Percentage (%)	Percentage of users who like it (%)
0-79	1700	0.1	9
79-197	1300000	99.64	30
197-349	5300	0.4	43
349-491	1100	0.08	12
491-2038	900	0.06	6

3.3 Product Discounts and Labels

Promotions such as discounts, gift vouchers, member prices, gift giveaways, and discounts are common forms of offers. Analyzing the top 200 best-selling products on JD Mall, it was found that the most common discount method used by merchants was the JD PLUS member price, with a discount of 40% off for every 300 yuan spent. The second most common discount was a 30% discount for every 200 yuan spent, followed by a 10% or 5% discount for every 100 yuan spent. Discounts mainly include a 9.5% discount for one item and a 90% discount for two items. The most common product labels were “Trust Purchase”, “Free Shipping”, and “JD Logistics”, followed by “Self-operated” and “New Products”, etc. These discount situations have a certain promoting effect on the sales of Hanfu. JD’s self-operated stores have a good reputation image, and “Trust Purchase” provides services such as shipping insurance or lightning refund. Flash sales promotions and discount promotions mean price discounts. Such labels can satisfy consumers’ desire for price discounts or reduce perceived risks to promote purchases.

4. Text Comment Analysis

To further explore the information contained in online comments about Hanfu and understand the evaluations and concerns of online consumers regarding Hanfu, this paper uses sentiment analysis to explore consumers’ satisfaction with existing Hanfu products, and uses word frequency analysis and social network analysis to explore consumers’ focus points.

4.1 Sentiment Analysis

With the improvement of social economy and culture, consumers’ fashion awareness has continuously increased, and their demand for clothing is no longer limited to the physical performance of practicality, but tends more towards emotional functions^[15]. Image perception has a processual and multi-dimensional characteristic. Analyzing the sentiment of comments from Hanfu consumers is a common method for evaluating the image of Hanfu. This paper conducts consumer sentiment analysis of Hanfu comments using ROST CM6.0.

First, sentiment analysis was conducted on children’s Hanfu (as shown in Table 3), and it was found that consumers had a relatively high level of positive emotions, with 2,781 comments, accounting for 90.94%; the proportion of intermediate emotions was relatively small, with 141 comments, accounting for 4.61%; the proportion of negative emotions was the

lowest, with 136 comments, accounting for 4.45%. It can be seen that consumers' overall perception of the image of children's Hanfu is relatively good.

Table 3 Analysis of Emotional Image of Children's Clothing and Hanfu

Emotional Type	Percentage (%)	Segment Type	Percentage (%)
Positive Emotion	90.94	General (0-10)	16.91
		Moderate (10-20)	21.78
		High (20 or above)	52.26
Intermediate Emotion	4.61	—	—
Negative Emotion	4.45	General (-10-0)	2.81
		Moderate (-20 to -10)	1.60
		High (-20 or below)	0.03

Secondly, an emotional analysis was conducted on adult Hanfu (as shown in Table 4), revealing that consumers had a relatively high level of positive emotions, with a total of 1194 comments, accounting for 86.27%; the proportion of moderate emotions was relatively low, with 132 comments, accounting for 9.54%; and the proportion of negative emotions was the lowest, with 58 comments, accounting for 4.19%. Consumers had a relatively favorable perception of the overall image of adult Hanfu, but their positive emotions were less compared to those of children's Hanfu, while the negative emotions were the same. Consumers were generally in a pleasant mood during the consumption process.

Table 4 Analysis of Emotional Image of Adult Hanfu

Emotional Type	Percentage (%)	Segment Type	Percentage (%)
Positive Emotion	86.27	General (0-10)	23.27
		Moderate (10-20)	25.43
		High (20 or above)	37.57
Intermediate Emotion	9.54	—	—
Negative Emotion	4.19	General (-10-0)	3.11
		Moderate (-20 to -10)	0.91
		High (-20 or below)	0.14

4.2 Feature Keyword Analysis

The frequent words mainly focus on two aspects: one is the overall perception of consumers' image, and the other is the material of Hanfu, the degree of liking, and the perception of consumers' consumption image. Through the frequency analysis of NVivo, the top 100 frequent words were selected for tabulation and summary.

By analyzing the 100 frequent words in Table 5, it can be seen that when consumers evaluate children's Hanfu online, they mainly focus on four parts: feeling, quality, price, and workmanship. The words that dominate are "like", "good", "nice", "beautiful", etc., which are words of praise. The frequency of mentioning "quality", "fabric", "suitable", "comfortable" is relatively high. The frequent words related to price are mainly descriptive words such as "affordable", "shopping", "worth it", "price", "cheap", etc. The words related to workmanship are mainly perception words such as "style", "workmanship", "fabric", "comfortable", etc. From the frequent words of these four parts, it can be seen that consumers' perception of the image of children's Hanfu leans towards the quality and price of the Hanfu.

Table 5 Summary of Frequent Words in Online Reviews of Children's Hanfu Clothing

Frequent Word	Frequency	Frequent Word	Frequency	Frequent Word	Frequency	Frequent Word	Frequency
Like	1658	Fabric	186	Hope	83	Guys	48
Quality	869	Dress	181	Fine	79	Physical	48
Very	698	Speed	181	Quite	78	Complete	47
Good	524	Size	173	Feel	77	Immediately	46
Baby	455	Soft	167	Must	76	Cousin	46
Affordable	410	Child	162	Product	72	Come in	46
Logistics	365	Cheap	160	Patient	72	Children	46
Child	353	Clothing Size	154	Say	71	Seller	45
Received	341	Color	151	Safe	66	Business	45
Nice	321	Recommend	148	JD	64	Style	44
Service	316	Not	141	Shop Owner	63	Always	43
Pretty	314	Express	132	Boss	63	Outside	43
Shopping	290	Packaging	130	Price	58	A lot	43
Attitude	280	In the Future	128	Material	58	Activity	43
Price	278	Positive Review	105	Doubt	58	Really	43
Next Time	268	Effect	104	Overall	55	Think of	42
Worthwhile	260	On Body	98	Whole Set	55	Imagine	42
Seller	248	Soft	98	One	53	Somewhat	41
Suitable	234	Continue	96	Consistent	53	Sure	40
Very Soon	221	Cosmetic Comfort	96	Attention	53	Standard	40
Purchase	216	Visit	91	Merchant	50	Truly	40
Delivery	206	Description	91	Fit	49	Introduction	39
Style	192	Overall	90	Colleague	49	Cheap	39
Workmanship	188	Compare	89	Happy	49	Just Now	39
Satisfied	187	Product	87	Have Something	49	Happy	39

A further analysis of the 100 frequently used words in the adult Hanfu reviews in Table 6 reveals that when consumers evaluate adult Hanfu online, their main focus is on four aspects: feeling, quality, price, and craftsmanship. Consumers' perception of the image of adult Hanfu leans towards quality and price, which is consistent with the preferences of consumers when purchasing clothes.

Table 6 Summary of Frequent Words in Online Reviews of Adult Hanfu Clothing

Frequent Word	Frequency	Frequent Word	Frequency	Frequent Word	Frequency	Frequent Word	Frequency
Good	417	Soft	66	Things	32	Girlfriend	19
Very good	402	Worth	60	Shop owner	32	Imagination	19
Quality	392	Comfortable	59	Clothes	31	Wife	19
Like	329	Shipment	58	Packaging	30	Height	19
Clothes	254	Dress	55	Express delivery	29	Style	19
Nice	238	Speed	54	Correct fit	28	Reliable	18
Fabric	210	Positive review	52	Description	28	Try on	18
Satisfied	189	Slightly	52	Just now	25	Five-star	16
Style	159	Fine	51	Next time	24	Merchant	16
Effect	154	Tactility	51	Some degree	24	Matching	16
Comfortable	154	Service	47	First time	24	Indeed	16
Workmanship	145	Images	46	High quality and low price	23	Happy	15
Received	141	Feeling	46	Material	22	Standard	15
Suitable	130	Attitude	44	Delicate	22	Unique	15
Beautiful	124	JD	43	Consistency	21	Now	15
Size	109	Recommendation	42	Child	21	Always	14
Wear	102	Design	42	Cloth	21	In the future	14
Shopping	90	Baby	41	New	21	Body type	14
Size	78	Friend	40	Generous	20	Weight	14
Price	77	Comparison	40	Already	20	Happy	14
Material	74	Trend	38	Details	20	Overall	14
Color	72	Touch	37	Body shape	20	Whole picture	14
Logistics	70	Superior	35	Suitable	20	Truly	14
Comfortable	69	Seller	34	A little bit	19	Know	14
Purchase	67	Practical	33	Daughter	19	Fine	14

4.3 Cognitive Image Analysis

Further cognitive image analysis was conducted using the NVivo software, generating a word cloud chart from the consumer cognitive comments. Visually, the consumers' perception of the consumption image of Hanfu was presented.

Figure 2 shows the cognitive image analysis word cloud chart of children's Hanfu. In this figure, the larger the font size, the higher the frequency of its appearance in the online evaluations of consumers. It can be clearly seen that the attention on "feeling" and "quality" is the highest, and various demands and feelings have been derived from these two focus points.

Figure 2 Word Cloud Chart for Analyzing the Cognitive Image of Children's Clothing Hanfu

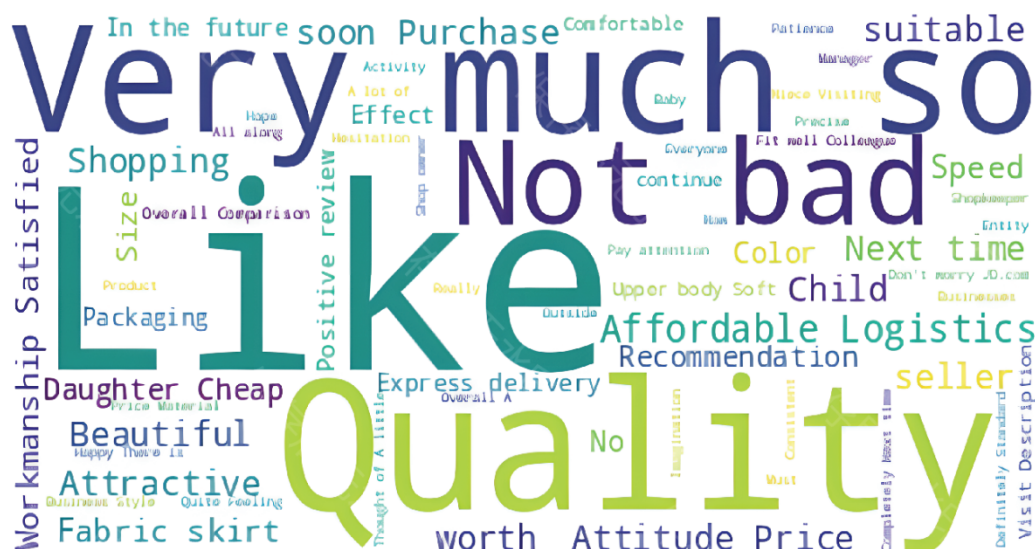


Figure 3 is a word cloud chart for the analysis of the cognitive image of adult Hanfu. It is clearly visible that the terms “quality”, “not bad”, and “like” have the highest attention levels, and these focus points have led to various demands and feelings.

Figure 3 Word Cloud Chart for Analyzing the Cognitive Image of Adult Hanfu

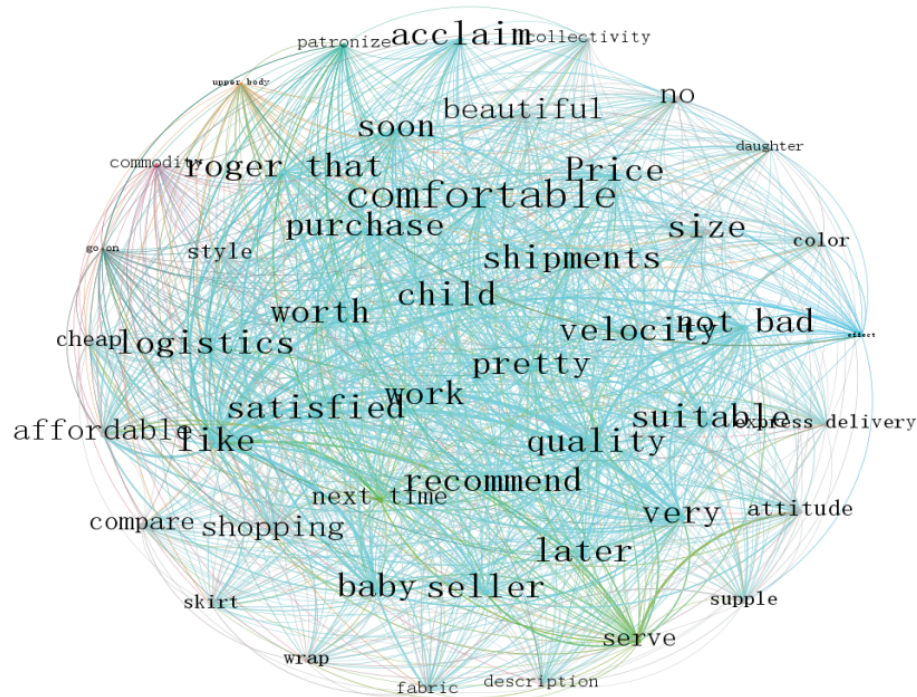


4.4 Semantic Network Analysis

Word frequency analysis can reflect the main characteristics of the sample data, but it cannot reflect the relationships between sample phrases and the structure of the sample. The construction of a semantic network can better reflect the correlation degree among high-frequency words. Therefore, based on the previous research, this paper uses Gephi to generate a semantic network diagram. The semantic network diagram is in a divergent shape. The more vocabulary connections there are, the closer the relationship is.

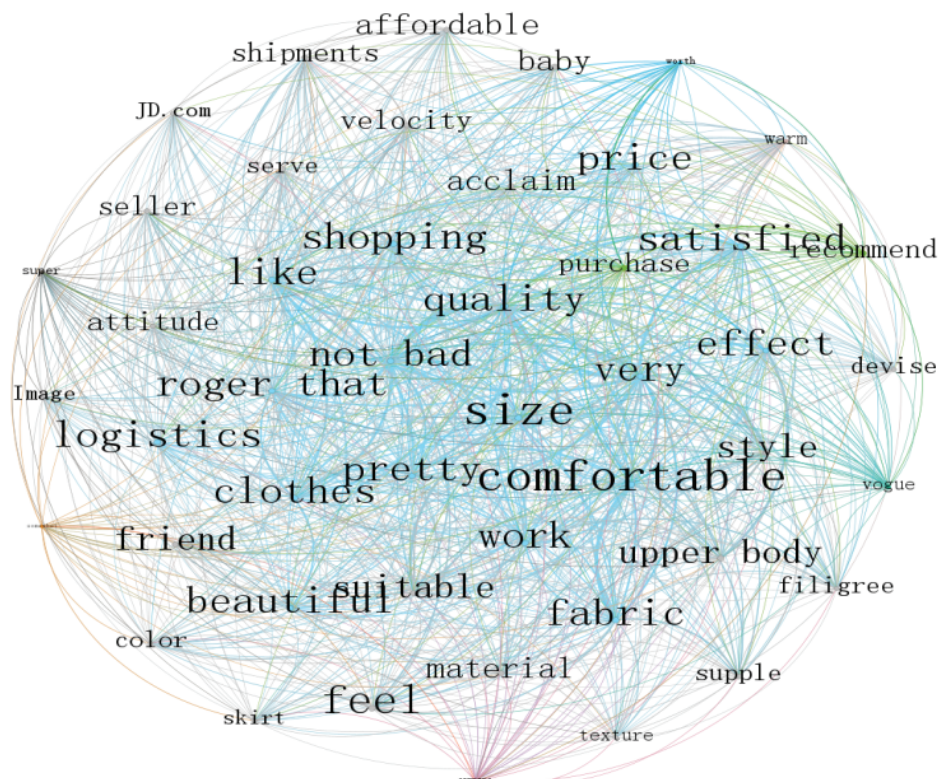
As shown in Figure 4, words such as “like”, “satisfied”, “quality”, and “recommend” are located at the core position of the graph. These words are the high-frequency words that appear frequently in online consumer reviews and are the first impression for children’s clothing and Hanfu. Consumers’ online reviews often start from these words. “Nice”, “logistics”, “workmanship”, “attitude”, and “delivery” are located at the secondary core of the graph. These keywords represent the basic cognitive needs of consumers for purchase intentions. The peripheral associated words of the graph further describe and explain the core words. Further analysis of the strength of the word associations in the graph reveals that the connection nodes around “like” and “price” are the most numerous.

Figure 4 Semantic Network Diagram of Children's Clothing Hanfu



As shown in Figure 5, words such as “not bad”, “quality”, and “comfortable” are located at the core of the graph. These words are frequently used in online consumer reviews and represent the first impression of adult Hanfu. Consumer online reviews often revolve around these words. Consumers’ main concerns are concentrated on aspects such as “style”, “logistics”, “attitude”, “quality”, “packaging”, “clothes”, “size”, “fabric”, “delivery”, “fit”, “affordability”, “workmanship”, “price”, “material”, “texture”, “JD.com”, etc. These key words reflect the basic needs of consumers for Hanfu.

Figure 5 Semantic Network Diagram of Adult Hanfu



5. Conclusions and Implications

The rise of Hanfu fashion has led to a significant increase in the transaction volume of Hanfu clothing. Many Hanfu merchants have seized the opportunity and stood out in this trading trend. However, related development issues have gradually emerged. This article takes JD Mall as an example to analyze the brands, prices, and product discounts of Hanfu, summarizes the online sales characteristics of Hanfu, and conducts social network analysis on online reviews of Hanfu products, summarizing the factors that consumers pay attention to. Based on this, four suggestions are proposed.

First, clarify the target audience group. For different audiences, corresponding marketing strategies can be formulated, such as the youth group, culture enthusiasts, history enthusiasts, etc. The focus of comments on children's Hanfu and adult Hanfu is different. In terms of price, Hanfu should be designed within the price range that consumers like. Different types of Hanfu should adopt different pricing strategies in terms of brand, material, positioning, etc. In the market competition, it is very important to distinguish from other brands.

Second, strictly control the quality of Hanfu. The words "quality", "material", "very", "comfortable" frequently appear in the comments. It can be seen that consumers are very satisfied with purchasing Hanfu. Consumers pay the most attention to the quality and fabric when purchasing Hanfu. Therefore, the brand should strictly control the quality of the product and obtain high satisfaction consumers through high-quality fabrics.

Third, update the styles of Hanfu in a timely manner. The words related to the design appearance appear frequently in the comments, such as "nice", "beautiful", "style", etc. Therefore, the brand should increase investment in Hanfu design, "nice" and "beautiful" are important reasons for consumers to purchase Hanfu and be satisfied with it.

Fourth, combine Hanfu with Chinese traditional culture closely. Hanfu brands can emphasize their unique cultural value through attention to design style, craftsmanship technology, etc., to create a unique brand image, making it have a unique and high-quality image in the consumers' minds, to attract those who are interested in traditional culture. It can be done through cultural exhibitions, theme activities, etc., to enable consumers to have a deeper understanding and experience of the cultural connotation represented by Hanfu.

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no

Conflict of Interests

The authors declare that there is no conflict of interest regarding the publication of this paper.

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