

Reform Difference of Chinese Women's Consumption Concept Under the Background of Computer Big Data

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Abstract. With the development of science and technology, since the ad emerging of computers, life is becoming faster and faster, and social development is becoming faster and faster. With the development of the times, big data is frequently mentioned, in this context, as well as in the context of the current promotion of national rejuvenation, more and more mention of Chinese clothing, and because the purchase of clothes is mainly women, so chinese women's clothing mention rate is the highest. Therefore, the purpose of this paper is mainly to explore the reform differences of Chinese women's consumption concept under the background of computer big data. After collecting the data by looking for the appropriate algorithm, this paper analyzes the differences between chinese women's consumption differences before and after the reform, and discusses them in order to experiment to get the data results. The experimental results show that with the development of the times, the difference of Chinese women's consumption concept is changing more and more.

1 Introduction

Many years ago, China was extremely prosperous at that time, and in the Tang Dynasty, it was the arrival of all countries. At that time, its influence ranked first in the world. Countless countries hope to come to China to establish diplomatic relations, to have a look at the splendor of the Tang Dynasty and the prosperous age of Chang'an [1]. At that time, there was gold everywhere in Chang'an. At that time, all kinds of Chinese skills reached a peak of development, not to mention clothes [2]. At that time, because of the establishment of diplomatic relations with some surrounding countries, various improvements were made to the clothes, but the most important ones were national costumes such as coats, robes and jewelry [3]. At that time, the noble's clothes were bright and gorgeous, and their jewelry was extremely dazzling. Their clothes were even made of gold thread and jade thread. Later, after thousands of years of development, until the Qing Dynasty, because of several times of ethnic integration, the clothes were more diverse. Later, because of the weakness of the late Qing Dynasty, it was invaded by foreign countries. At that time, foreign countries launched short skirts, long skirts and suits. Later, in the Republic of China, they launched Zhongshan suits and Qipao. Then, in the later period of reform and opening up, clothing became more and more diverse [4].

But now girls like to wear some Korean clothes, especially a few years ago because of the export of Korean civilization and other clothing sold very hot [5]. In recent years, due to the proposal of the strategic policy of strengthening national self-confidence and national culture cultivation advocated by the state, more and more

traditional culture has been mentioned, and clothing, as a vital part of the Chinese nation, has also been highlighted. Because girls like to wear all kinds of clothes, so the variety of clothes and complex. For example, many people like to wear Hanfu, which is traditional Chinese women's clothing, and some people like to wear Qipao, which is modern Chinese women's clothing [6]. But compared with other daily clothes, the number of Chinese women's wear is less, so now Chinese women's wear is generally referred to as Hanfu and Qipao. The production process of Hanfu is complex, and it needs to wear many kinds of clothes, but few people have studied it. Because of the cultural invasion in recent years, some people even think that Hanfu is a Japanese kimono, which is wrong and has greatly lost the national confidence. Moreover, because the appearance of Hanfu is less in recent years, it usually attracts people's attention when it appears on the street, and some people think it is harmful to appearance [7].

Moreover, the appearance required by Hanfu is also very high, which leads to fewer people wearing it [8]. And some of the production process of Hanfu is more complex, so the price is more expensive. In general, the young women who wear Hanfu do not have much wealth, which is one of the reasons for the decline of Hanfu. One of the main reasons is that Hanfu is more difficult to wash and complicated to wear, most of which are long skirts, short coats and long gowns [9]. Moreover, many of the fabrics for making Hanfu are expensive, and some of them are even made from the fur of wild animals, which are not allowed now. Therefore, our main purpose now is to collect the sales data of Chinese women's wear, and make a comparative study on the consumption concept of Chinese women's wear in recent years [10].

2 Hierarchical bat algorithm

$$\min \sum_{h=1}^H \sum_{d=1}^D A_d^{(f)} \cdot B_{h,d}^{(T)} \cdot y_{h,d}, s_h \in S; f_d \in F \quad (1)$$

$$s. t. \sum_{h=1}^H y_{h,d} = r_d, s_h \in S; \forall f_d \in F \quad (2)$$

$$\max_h (B_{h,d}^{(T)} \cdot y_{h,d}) \leq L_d^{(t)}, s_h \in S; \forall f_d \in F \quad (3)$$

$$\sum_d y_{h,d} + y_h^{(0)} = 1, f_d \in F; \forall s_h \in S \quad (4)$$

$$\sum_d y_{h,d} + \sum_h y_h^{(0)} = H, s_h \in S; f_d \in F \quad (5)$$

$$y_{h,d} = 0 \text{ or } 1, \forall s_h \in S; \forall f_d \in F \quad (6)$$

$$y_h^{(0)} = 0 \text{ or } 1, \forall s_h \in S \quad (7)$$

(1) is the target function, which makes the use time weighted with the severity of the accident the shortest

(2) ensure that the emergency database sent to the incident f d meets its needs rd

(3) to ensure that emergency data at the latest time to the accident fd time does not exceed its rescue time limitL_d^(t)

(4) ensures that emergency data sh can only be sent to accident fd or as idle state amount

type (5) to ensure that the total number of emergency data is H.

(6) and (7) are decision variables and state constraints.y_{h,d}y_h⁽⁰⁾

3 Experiment

3.1 Select 2 colleges and universities to conduct the experiment

Two universities with the same criteria were randomly selected and surveyed twice. Ask them what they thought of the concept of Chinese women's consumption, once and now. Because in the previous market is the main popular is some Western-style clothes, and then to the 21st century before the popular is mostly Korean-style trend, only in recent years began to popular Han clothing, the university also more Han clothing society, Han clothing offline activities and so on, these are rare in the past.

3.2 Analysis

After obtaining the questionnaire data, after a special survey to analyze the advantages and disadvantages of the experiment, and then through the data comparison of the experiment to evaluate, why the experiment will have such a big difference, what is the cause?

4 Evaluation results

4.1 Survey results

Table 1 Survey Results.

Percentage %	Cheap to rent (one-time use)	Expensive to rent (one-time use)	Beautiful and inexpensive (occasional use)	Valuable (multiple uses)
Once	42	22	27	9
Right now	13	32	43	12

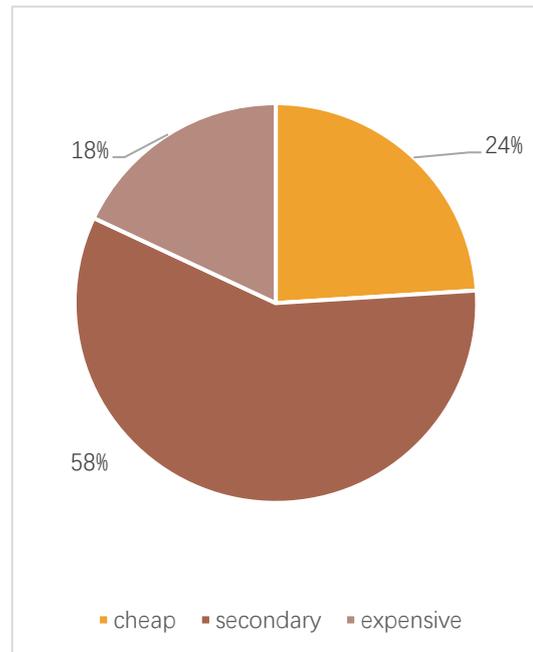


Figure 1 The proportion of the price at which Han clothing was purchased

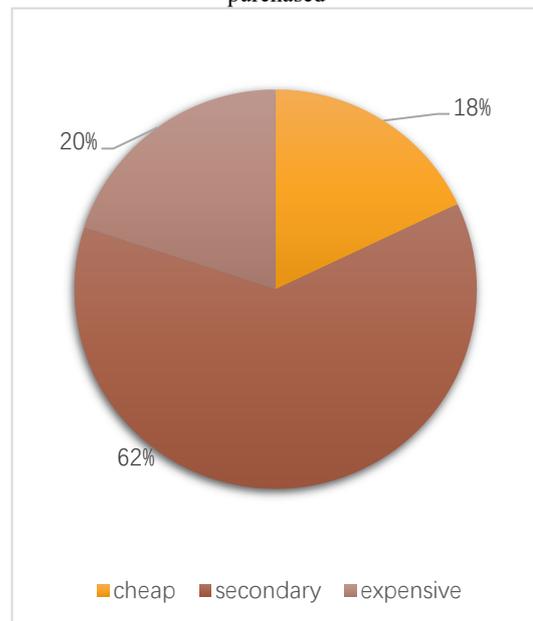


Figure 2 The proportion of the price of the Han clothing purchased now

Figure 1 and Figure 2 are aimed at the price of once and now to buy Han clothing proportion, we generally 200 yuan a set called cheap, 200 to 800 yuan a set called a medium price, more than 800 yuan is more expensive clothes. Of course, this is also divided into styles. For example, there are some robes one is a few thousand dollars, which is also very common, so he is just a general distinction. Of course, we can see from the two pictures that the number of people buying Chinese clothes has increased over time, and the proportion of them buying medium clothes has increased.

4.2 Big Data

The most important thing about big data is that it transforms information. And big data technology must

have cloud computing, because the amount of big data is too large, a single computer can not process, can only use distributed computing, the use of cloud computing to comprehensively process data, its classification, and then statistics the required data, it is stored and converted into the information we need. With the advent of the era of cloud computing, the value of big data is getting higher and higher, has become a hot thing for enterprises.

Broadly speaking, cloud computing is a service that leverages computer technology and the Internet, and we call one of their pools of shared resources the cloud. Cloud computing brings together many data computing resources, and automated management through the environment allows resources to be provided quickly. Cloud computing is not a new technology, but a new concept. At its core is the Internet, which provides fast and secure storage services. At present, cloud computing has become a new era - the era of the cloud. And cloud computing has become a new revolution in computers since it was proposed a decade ago. And because of his appearance led to a new change in society as a whole. Cloud computing is characterized by its virtualization and does not require physical control. This is his greatest advantage. Then there's the flexibility, reliability, and price/performance ratio (as opposed to physical storage), and the ability to extract anywhere, anytime, which is an advantage. But it also has the disadvantage that the data stored in it may also be compromised and leaked. And because of the storage of cloud computing, people can use other people's personal information for information theft. And because of the huge data resources of cloud computing, it may appear that some people bring viruses to cloud computing, causing the entire cloud computing system to crash and collapse completely. So, we need to be careful about using cloud computing.

Big data also has a variety of structures, namely structured, semi-structured and unstructured data. Today, most of the data in the enterprise is unstructured. With the development of the times, big data will gradually create a more convenient life and more wealth for mankind. Now this society is a high-speed development of society, science and technology has been developing. The exchange of information is getting faster and faster, life is more and more convenient, and big data will be available in the future. Including now such as Taobao, JD.com and other types of e-commerce, as well as the United States group, hungry and other types of takeaway services are using big data technology to mine user data, divided according to people's preferences to provide people with what they want. And in the future the trend for big data should be to become a very valuable resource and then further combine with cloud computing. Then, with the breakthrough of theory, we can create more new big data-based technologies to better use big data to analyze the nature of processing things. And in the future, a special discipline may be set up for this purpose. However, due to the proliferation of data, the possibility of data leakage in the future will be greatly increased, so the most important thing in the future is to protect their own information privacy. Only by protecting the privacy of your information can you not be afraid to start something else. And in the future, it is bound to be an ecosystem of the

data age and the Internet of Things to improve our modern life.

4.3 The meaning of data mining

Data mining is a new algorithm based on modern computer technology, which was proposed a long time ago. Because there's so much big data out there today, the web is full of all kinds of messy data. Therefore, we need to extract the data from it. This is called data mining. But it's not that simple, even if it's a data mining algorithm, it's divided into many categories. Contact the Internet of Things, contact the Internet, and use meson to build networks and other conditions. And data mining is not the same, some use c language, some use vb language, this is a different place. And its scope of influence may also be different, some are based on the entire network for data search, such as Baidu sogou those search engines. And some are based on ordinary people's lives bit by bit search, such as Taobao, JD.com for our chat history, life monitoring, and then through the online mall for real-time push, this is a data mining algorithm in an application. Then there is the application of various dark webs such as teaching systems. Mainly in a small area of data extraction, and then sub-classes, to find out the data we need for integration processing.

Science and technology are a double-edged sword this sentence in the Internet age reflected in the most vivid. Data mining algorithms can be used well to allow us to real-time and fast processing of data, good for our lives, but the use of bad easily lead to crime. To tap into the privacy of others and monitor their lives are new criminal means not permitted by law. So, we have to carefully identify what is available and what is not. That's what we're aiming for. So, based on the current business administration discipline data testing. We design this system through data mining, which is very much in line with the reality of the large number of people and wide data in colleges and universities. It facilitates us to propose a separate category of data for processing. This is conducive to our lives; we should promote treatment.

5 Conclusion

In the past, China's status is constantly improving, in the previous few decades, due to the rapid economic development, we have many loopholes, and now the country is paying attention to the improvement of cultural literacy. This can be seen in the national strategies of recent years. Of course, this is also inevitable. Because the clothes carry our civilization, it is the symbol of the long history of Chinese civilization, it has witnessed one glorious history after another, one after another strong dynasty. So, in the future, with the cultural and economic reform, the future people wearing Han clothing should be more and more, then the corresponding price should also be correspondingly increased, after all, the formal occasion will also be Han clothing as formal clothing. And Han clothing can really and truly express the Chinese women's sexual beauty and flexible beauty, which is other clothing can not be expressed, and Han clothing is not the

elegant and expensive other dresses. Therefore, I think in the future Chinese women's wear should get a certain market share, but also to improve the corresponding status.

Fund projects

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Resources

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