

A Study Based on Contemporary Consumer Behavior of Women of Different Age Groups

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Abstract: Consumption behavior refers to the psychological and practical aspects of consumers' demand psychology, purchase motivation, and consumption willingness. Women are the core mainstay of China's consumer army, with a total female population of 688.44 million in 2023, accounting for 48.76% of the total population. This paper analyzes different age groups, explains the characteristics and influencing factors of female consumers' consumption behavior, and combines practical cases to study women's consumption behavior in different age groups. It is found that female consumers pursue image and pay attention to the image of the consumer behavior qualities, and their consumption behavior appears emotional, rationalization, active, and passive characteristics, accelerating the broadening of the consumer market and promoting the transformation of the current economic structure. Female consumers have become the key object of enterprise market competition; they fully understand the consumption psychology and behavioral characteristics of female consumers and formulate appropriate marketing strategies to improve the competitiveness of enterprises to win in the fiercely competitive market.

Keywords: contemporary women, consumer behavior, consumer characteristics, different age groups

1. Introduction

1.1. Research Background

Whether it is because of gender differences, family roles, social environment, or women's unique consumer psychology and consumption characteristics and rising economic income, women dominate most of the consumer decision-making, and nearly 80% of the world's consumer goods are purchased by women. According to consumer psychology and marketing psychology, female consumers are more influenced by their self-concept in the consumption process, i.e., they have a comprehensive cognition and assessment of their image, ability, and self-worth. Hawkins, a famous American consumer behaviorist, pointed out that consumers will not choose those products that deviate from their self-concept but only those that are consistent with or strengthen their self-concept. There is a positive relationship between female consumers' attitudes toward products or brands and their self-concept, and this relationship is constantly reinforced. In terms of coping strategies, it is necessary to continue to satisfy the psychological needs of female consumers, develop products and services suitable for women's needs, and comprehensively strengthen public policies to promote

women's economic development [1]. Studying the social significance of women's consumption behavior can give us a new perspective on the study of women's consumption culture, provide new ideas and evidence for the further deepening and improvement of the theoretical basis of enterprise marketing, emphasize the significance of the research results on the solution and application of practical problems, provide guidance and decision-making basis for the relevant marketing industries and fields, point out the research results in the development of marketing and marketing communication important significance, providing a new research direction and thinking for enterprise marketing. In the surroundings, women have always been at the forefront of consumption and become the "main force" of consumption, which includes improving women's economic status, the constraints of traditional gender culture, the influence of mass media, and many other social factors. The revolution of consumption in today's society has brought about a great abundance of social material products, contributed to an extremely commoditized society, and led to the arrival of the consumer society. The study of women's consumption psychology is of far-reaching importance for enterprises to increase production and sales, improve products, research and develop new products, expand market share, retain old customers, and win consumers.

1.2. Literature Review

1.2.1. The Psychology of Female Consumption Consciousness

Research on women's consumption influence. Sociological research has shown that women usually have a strong ability to express, infect and spread, and are good at influencing other consumers through persuasion, appeal, and rumors. In turn, women's shopping decisions are more likely influenced by other consumers' usage experiences. This characteristic determines that women are the spreaders and receivers of word-of-mouth, and some products can play a role in word-of-mouth through women's communication that cannot be achieved by general advertising. However, word of mouth is also a success but a failure; only excellent quality can maintain the loyalty of female consumers. According to foreign surveys, usually, only 4% of customers who are dissatisfied with products and services will speak directly to the company, and 25% of customers who don't complain, 96% have serious problems, 4% of customers who complain are more likely to continue to buy than 96% of customers who don't complain; if the problem is solved, 60% of those who complain will continue to buy, and if it is solved as soon as possible, the rate will rise to 95%; dissatisfied customers will put their experience to good use; the dissatisfied customers will put their experience to bad use. Satisfied customers will tell 10 to 20 people about their experience; a customer whose complaint is resolved will tell 5 people about his/her experience. Most will reflect their complaints to the product or service providers as female consumers. Hence, feedback and word-of-mouth from female customers are very important, and business people must please the ladies to win the market's favor.

Female consumption focuses on factors. (1) Emotional factors: Xia states that male consumers in shopping, especially the purchase of daily necessities and household appliances, pay more attention to the basic function of the goods, practical utility, in the purchase of large and expensive goods have a strong rationality dominance; and female consumers on the appearance of the goods, the shape, especially the performance of the emotional factors attach great importance to the emotional factors, often under the role of the emotional factors to produce the motivation to buy [1]. (2) Practicality and details: Jin and Wang that female consumers are delicate-minded in the pursuit of perfection; the purchase of goods are mainly daily necessities and decorative items, such as clothing, shoes, and hats, etc., and therefore pay more attention to the details of the goods than men when buying goods, and usually spend more time comparing between different products from different manufacturers, and are more concerned about the specific benefits that the goods bring [2]. Now rich in the same product than the performance, the same performance than the price, the same price under the comparison

service, and even some small promotional gifts and service personnel enthusiastic attitude will affect the purchase decision of female consumers. This requires merchants to do the product details to the best of their ability to avoid obvious defects, convenience, and personality. (3) Motivation of Female Consumers: Female consumers are an important part of the consumer market and buying groups; the so-called female consumers do not mean all women, but the actual market in the ability to buy women. It usually includes young, middle-aged, and old female consumers aged 18-65 [3]. According to the analysis of 2009-2010 Female Consumption Report Statistics, female consumers have become the most active protagonists in the market, and more than 70% of the purchasing power of society is in the hands of women.

1.2.2. Female Consumption Situation in Different Age Groups

Bourdieu put forward the theory of cultural consumption in Cultural Capital, mainly exploring the symbolic value of legitimate culture in cultural consumption.

Bourdieu's theory of cultural consumption mainly explores the symbolic value of legitimate culture in cultural consumption. According to Bourdieu, the three kinds of cultural capital, physicalization, objectification, and institutionalization, are closely linked, with family background, class, and class being the most important.

Closely, family background, class habitus, education system, and cultural system influence people's cultural consumption.

Xia Weiwei believes that young female consumers, who still rely on their parents for food and housing before marriage, are therefore economically unburdened and naturally have a strong consumption capacity, especially after joining the workforce; most of their income is used for consumption because of a fixed economic income, coupled with a weak sense of saving among young women. He et al. believes that middle-aged women are the backbone of the consumer part of the consumer, and often sway the life of the consumer market [4]. In order to promote the improvement of residents' consumption level, especially the improvement of contemporary middle-aged women's consumption, the role of modern advertising must be emphasized. The current and future consumption psychology of contemporary middle-aged women in China is analyzed, and then the corresponding advertising strategy aspects are designed to promote contemporary female consumption [5]. Zhu concluded that the total monthly consumption expenditure of elderly women is lower than that of men; the proportion of the most basic living consumption expenditures, such as "diet/food" and "residence (housing, water, and electricity)", tends to be higher than that of men; the average monthly cost of medical care is less than that of men, and medical expenses account for a larger proportion of the total consumption expenditure than that of men. The average monthly cost of medical care is lower than that of men, while the proportion of medical care in total consumption expenditure is higher than that of men.

In the past, most scholars usually only studied the psychological characteristics of women's consumption behavior in one age group, and very few scholars have studied the consumption behavior of women in different age groups and their corresponding marketing strategies simultaneously.

2. Method

Because the existing literature is not comprehensive enough to analyze women's consumption behavior, in the process of writing this paper, individual mainly adopt the observation method, using individual senses and aids to directly observe the object under study so as to expand individual understanding of the object under study; the author adopt the literature research method, according to the research purpose and topic related to this paper, the author obtain information by inquiring existing literature, and the author learn the historical situation and current situation about women's

consumption behavior; the author adopt the induction method to summarize the existing literature and conclude; the qualitative analysis method is used to analyze and study the consumption behavior of modern women of different ages, to explore their performance characteristics, the current market situation, to summarize the existing problems and reasons, and to put forward relevant suggestions according to the tendency of this group's consumption.

3. Result and Discussion

3.1. Characteristic Analysis of Female Consumer Behavior

The revolution in consumption in today's society has brought about a great abundance of material goods, leading to an extremely commoditized society and the advent of a consumer society. From the observation of development trends, the contribution rate of professional women to the economy is on the rise, clothing and beauty care account for half of women's personal consumption, the emotional orientation of consumption has brought about the diversification of sensual elements, contemporary women's consumption behavior has seen a brand-new trend, online shopping has evolved from a fashionable to a consumption habit of women's groups, and female Internet users' mobile Internet renders a new wave of the economy. Every woman in her life will experience role changes, and consumer psychology and behavior will undergo large changes in the process. In this change, female customers are divided into three types.

3.1.1. Characteristics of Young Women's Consumption Behavior

Shakespeare once said, "God created a woman with a face, and the woman gave herself a face." According to our country's situation, women begin to enter society and participate in the workforce, temporarily without the burden of supporting the elderly and raising children and have a certain degree of financial freedom and leisure time. Most of the women do not have children and are not mature; coupled with the young women's savings consciousness is indifferent, so most of the income is used for consumption [1].

Beauty-seeking psychology. All people have the desire to love beauty. This psychological response is especially reflected in young women's consumption activities, and contemporary young women have turned "beauty consumption" into an important demand for life consumption. Women love beauty; beauty psychology has increased the focus on the appearance of the image of the goods. Young women in the mall unintentionally find in using their wear more youthful, beautiful clothing, cosmetics, etc., and they will not hesitate to spend money to buy.

The pursuit of personalization. Young women's self-consciousness is very strong; with the improvement of living standards, they pursue the trend of fashion, hope to use the goods can show their own personality, like to try new things, purchase goods in pursuit of different, focus on personal enjoyment, willing to spend money.

Comparison and vanity. Comparison is one of the most common forms of consumer psychology. Young women usually like to be at the same level, in a similar situation to do horizontal comparison, always want to have others have, but also others do not have, and more than others better. The mindset of comparing with others is endless and often caused by vanity. Many female consumers think that purchasing goods, in addition to meeting the basic needs of functionality, may also be showing their social position and common taste to others to show off their own. In this psychological dispatch, they will pursue high-grade products but not pay attention to the applicability of the goods; as long as the product can show their own identity and position, they will be happy to buy. Ideal example, many white-collar workers, in order to show their status, often save a few months of wages in order to be able to buy an IV, GUCCI bags and Estee Lauder cosmetics, and so on, the big names of the plain

products, buy those things that do not match the salary level and status, it is vanity and a good comparison of the psychological composition.

3.1.2. Characteristics of Middle-aged Women's Consumption Behavior

Multiplicity of consumption roles. With the increase in economic income and the improvement of women's status, middle-aged women are often in charge of the daily economic expenses of family life and simultaneously play multiple roles in shopping activities. In the consumption of household goods, they are generally the decision-makers, executors, and influencers of consumption behavior, and at the same time, they are also the users. They play more roles in household purchases than any other member of the family plays [6].

Affordability of consumption needs. Middle-aged women generally have the old and the young, take on the responsibility of homemakers, handling and arranging all the expenses of the family's clothing, food, housing, and transportation, and no longer like young women to pursue fashion. They generally have the traditional virtues of being thrifty and careful. Their consumption behavior is mostly based on whether they can meet the practical needs of life (i.e., practicality). They pay more attention to whether the structure of the goods is reasonable, whether they are convenient to use, and whether they are economical and durable. Compared with women of other age groups, especially young women, they are more concerned about affordability.

The subjective nature of purchasing needs. With the growth of age and life experience, middle-aged women's purchasing behavior has rationality and planning, so most of them are very opinionated, have a strong ability to identify goods for the salesman's recommendation and introduction of a certain degree of judgment and analytical ability, a kind of propaganda for the advertisement also has a strong critical ability, by the propaganda means of influence is small.

3.1.3. Characteristics of Elderly Women's Consumption Behavior

Strong nostalgia and high brand loyalty. Because of decades of fixed thinking, accepting new things and brands is difficult. Most of the elderly female consumers will choose the more familiar old brands, old stores, traditional brands, and traditional goods loyal buyers.

High price sensitivity. Compared with the freshness and trend of young consumers, elderly female consumers pay more attention to good quality and low price; shopping for goods will be particularly sensitive to price, very practical, affordable goods.

Focus on health care. In terms of healthcare spending, the most important influencing factor is the state of health. Similar to daily consumption, healthcare expenditure is an unavoidable expense in order to maintain good health, especially when some older adults are already suffering from diseases (e.g., various chronic diseases) to varying degrees, and they must alleviate their pain and thus improve their quality of life through medicines [7]. Many older women have been moderate and frugal all their lives without enjoyment, so they tend to pour their desire to spend money on healthcare products.

3.2. Optimization of Marketing Strategies to Promote Female Consumption Behavior

Women are picky and impulsive consumers due to their characteristics, usually more detailed in the choice of goods and pay attention to the subtle differences between the products; if businesses can focus on highlighting certain features in the design or publicity, it will attract certain preferences of female consumers. Although female consumers are more "picky", but often less rational, they are easily influenced by other factors when making shopping decisions. From the side of the irrationality of female consumption, some women pay more attention to the shopping atmosphere and the appearance of the image of the goods and emotional characteristics. In a word, women's desire to buy

is more influenced by intuitive feelings, and it is easy to produce purchase behavior due to emotional factors. Women's emotions are richer than men's, involving compassion, empathy, love, etc. Emotionally self-oriented women pay more attention to their subjective feelings and emotional experience in consumer behavior, tend to buy goods or services with emotional value or can cause emotional fluctuations, they attach importance to the connotation and meaning of products, brands, and services, and they are more interested in emotional marketing or advertising [8].

Establish the market positioning of "women-oriented", determine the target customer groups according to the age, occupation, and income of female consumers, carry out accurate market positioning, strengthen the image design of the product, highlight the individuality and beauty and design consumption, highlight the competitive advantage; innovative product packaging, pay attention to the details of the color, shape, size, etc., and add the popularity and fashion elements, which can better attract women [2]. Innovative product packaging, focusing on color, shape, size, and other details, adding popular and fashion elements, can better attract the attention and curiosity of female consumers. In addition, improve the quality of the product, and increase the product's practicality so that female consumers can experience more concrete benefits and interests.

Today's women have multiple roles and need a more convenient and efficient life. Therefore, companies need to focus on sales channels and strengthen service so that female consumers feel the sense of "being worshiped as God" to obtain psychological satisfaction.

For women's emotional and irrational consumption behavior of some dispensable products, businesses can make more effort in the product promotion strategy on the network marketing promotion is very easy to mobilize consumer motivation, encouraging women to produce consumer behavior. For example, before the start of the live video ads to warm up, or through the microblogging hot search, netroots blogger promotion notes, jittery voice short video publicity, combined with the anchor's own characteristics, to seize the user's attention, with the help of opinion leaders on the audience to exert influence to enhance the anchor's own influence, to a certain extent, the anchor's own influence.

The influence of the anchor himself will, to a certain extent, influence the consumer opinion and attitude of the target group. Moreover, when users watch the live broadcast in the live room, there will often be the anchor just on the link, the product was instantly purchased off the shelves of the phenomenon, and the anchor constantly reports real-time sales and inventory figures, to stimulate the female consumer's desire to buy, so that they have a "scarcity of goods is expensive" mentality. The smaller the inventory, the more people buy, proving that the higher the value of the goods, the greater the attraction to the user; the herd mentality prompts people to join the consumer camp [9].

General daily necessities adopt a low-price strategy. Due to the daily necessities to be frequently purchased, female consumers are more sensitive to its price, so enterprises should try to maintain product quality based on a low-priced strategy, to give a sense of value for money so that they will repeat the purchase. Adopt high price strategy for new products. The use of "a penny a penny" "good goods are not cheap" is the psychological norm so that they feel value for money [10].

4. Conclusion

4.1. Key Finding

This paper analyzes women's consumption behavior from three age stages: young, middle-aged, and old, and finds that women's consumption behavior is closely related to their age, personal status, economic status, and social experience. Female consumers have rational and emotional consumption behaviors, usually influenced by companies or products.

4.2. Research Significance

To summarize, with the continuous development of the economy and the improvement of women's status, women occupy a dominant position in the consumer market, and the demand of female consumers for commodities is getting higher and higher and more and more pursuing, at the same time, women's interpersonal relationship is strengthened, forming family-type consumption and image consumption and so on. With the expansion of the consumer market and the change in the market environment, if enterprises want to occupy the market, they must analyze the behavioral psychology of female consumers from the perspective of female consumers, create more desirable products for them, and provide services that meet the needs of female consumers. At the same time, society as a whole should cultivate a diversified and healthy aesthetic atmosphere to make further women in the age of consumption become new women with opinions, personalities, pursuits, independence, autonomy, and both internal and external cultivation.

4.3. Limitations and Future Study

This paper applies the theory of consumption to study the female group from the perspective of the sociology of consumption and analyzes the main characteristics of the current consumption behavior of women of different age groups.

From the point of view of theoretical support, the current theories on female consumption are still relatively loose, without a relatively complete and systematic theoretical system, and the construction of theories is also an important aspect of future research on female consumption. From the viewpoint of the research object, it isn't easy to promote the research conclusion due to the relative limitation of analyzing and researching angle. In this research on women's consumption, the research object mainly focuses on urban women, especially professional women, and there is less research on women's consumption in small towns and rural areas. This also reflects that the choice of female consumers in the current commodity market reflects economic needs, which puts some women in a marginalized position in the mainstream market. Consumption research focusing on occupational and geographical aspects is also important for future research.

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