

Analysis of Female Consumer's Behavior and Marketing Strategy

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Abstract: With the rapid social changes in China, there are obvious generational differences in female consumer purchasing behavior. Female consumers of different ages have different characteristics in consumption structure, consumption psychology and consumption motivation. This research collects the purchasing behavior and related information of female consumers of all ages through questionnaire survey. Then use Excel and SPSS to classify and compare the collected data, and do a correlation analysis to further analyze the particularity and common characteristics of women of different ages in terms of purchase motivation, methods and influencing factors. And based on the research data, it proposes accurate and targeted strategies for enterprises to help them tap the potential of the female consumer market, increase the profits of businesses, and promote the development of the overall economy.

Keywords: female consumers; SPSS data analysis; marketing strategy

1. Introduction

With the continuous improvement of female social status and cultural level, the income of women groups has also gradually increased. The data of the sixth national census shows that the female population in my country is 669.393 million, accounting for 48.78%. The large female group is the mainstay of consumers. Relevant literature shows that most women currently have stable jobs and economic independence. They have enough power to speak and decide in the consumption process. The Consumers' Coordination Report shows that 77.3% of women are the decision-makers and executors of purchasing behaviors in household consumption activities. With the rapid development of e-commerce, Women's way of shopping have gradually shifted from offline stores to online online shopping.

Based on these characteristics of female consumption, the thesis starts with the age difference and studies the characteristics of female consumption behavior at different ages, so as to propose more targeted marketing strategies for enterprises.

This study uses the sampling survey method to analyze the shopping behavior and consumption characteristics of 1500 women of different occupations and age groups. First of all, through the "questionnaire star" network platform for data collection, access to

consumer behavior information including female shopping channels, shopping psychology, consumer content and main expenditure directions. Then, the effective data after data preprocessing, using SPSS for descriptive analysis, summarizes the specific characteristics of female consumption behavior, and visualize the data through Excel, through the classification and comparison of the data, to study women's purchasing motivation. The different characteristics of methods, purchasing factors, etc. Use the Pearson correlation coefficient to analyze the correlation between various factors, classify female consumers according to age and compare women of different age categories. Interview women who showed typical characteristics in the questionnaire survey. Finally, based on these data, the corresponding marketing strategies and suggestions are put forward.

2. Data analysis

2.1 Reliability and Validity Analysis

The questionnaire used in this study was designed based on a large number of studies on female consumer behavior. The scale is divided into four parts, a total of 23 questions, including: sample background information items, sample characteristics behavior items, sample basic characteristics items and Core variable items. The scoring method uses a 5-level scale, with 1-5 points representing "very inconsistent", "slightly inconsistent," "neutral," "slightly consistent," and "very consistent". The higher the score, the more consistent.

The Cronbach's alpha value of the reliability analysis of the questionnaire is $0.799 \geq 0.7$, indicating that the reliability level is high. The reliability statistics of the sub-variables are analyzed for the core variable items, and their "corrected item total correlation" values are all ≥ 0.5 , indicating that when one of the items is deleted, the reliability coefficient value will change, indicating that the item It cannot be deleted, and the questionnaire items have a high reliability level.

The overall consistency coefficients of the five dimensions including consumer economic ability, product characteristics, consumer sentiment, brand awareness and consumption concept are: 0.905, 0.623, 0.716, 0.822, 0.635, indicating good internal consistency and good content validity.

The analysis showed that the KMO value was 0.742 which was greater than the judgment criterion of 0.6. It

passed the Bartley sphericity test with a significance level of 0.01. The data was factor-analyzed and five components were extracted. The variance explained accounted for 75%. The questionnaire structure validity was good.

2.2 Descriptive Analysis

In this survey, 1,500 electronic questionnaires were distributed. After data preprocessing the recovered questionnaire, 1009 valid questionnaire data were finally obtained and these data were used as samples for the study. Among them, there are 343 women aged 24 and under, 241 women aged 25-35, 253 women aged 36-45, and 172 women aged 46 and above. The distribution of the number of women at different ages is relatively balanced to ensure the effectiveness of the subsequent research, as shown in Figure 1.

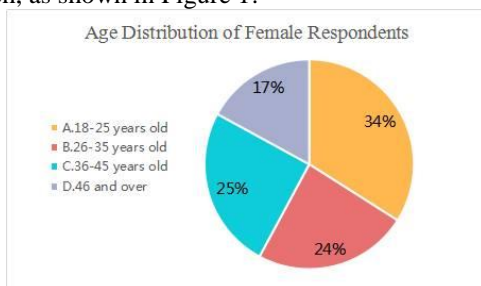


Figure 1. Age distribution of female respondents

Monthly income is a key factor that affects their consumption behavior. Through the investigation of women’s monthly income, women’s economic status is clarified, so as to further explore female consumption behavior. The results show that 26% of women have a monthly income of 5001-10000RMB, and 22% of them have a monthly income of 10001-30000RMB. It can be seen that the current economic strength of women cannot be underestimated, as shown in Figure 2.

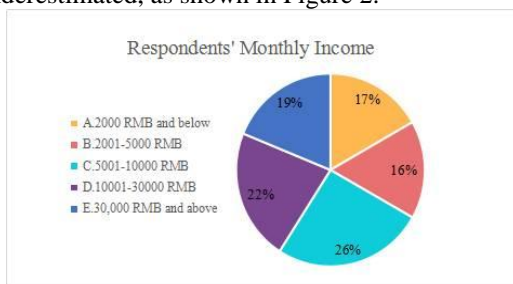


Figure 2. Respondents’ monthly income

Women’s high income is determined by their stable occupations, and occupations also reflect women’s social status. Among the interviewed women, there are not only company employees, but also middle managers and senior managers, as shown in Figure 3.

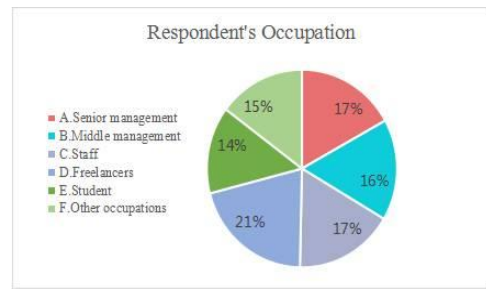


Figure 3. Respondent’s occupation

Combined with actual life and related research, the questionnaire divides the main consumption content of women into 10 aspects: clothing, cosmetics, daily necessities, etc., and ranks them according to the number of women who purchase such products, as shown in the following table.

Table 1. The main expenditure direction of female consumers

H.articles for daily use	73.74%
A.clothing and shoes	69.51%
B.cosmetic	66.33%
F.tourism	57.46%
E.amusement	49.37%
C.cosmetology	45.69%
D.sports	43.87%
G.learning	39.86%
I.finance	37.21%
J.child’s education	36.89%

The data in the table shows that in addition to daily food and daily necessities, female consumers buy clothing, shoes and bags, followed by cosmetics, followed by cosmetics is travel, followed by social entertainment and beauty. It can be seen from this that in modern life, women are not only buyers of clothing and cosmetics, but their consumption content also involves many aspects such as children’s education and financial management due to their different social roles. At the same time, women’s spending on leisure and entertainment It is also much larger than other commodities. While satisfying the pain of basic life, women pay more attention to the quality of life and their own leisure and entertainment.

2.3 Analysis of Common Characteristics of the Female Consumption

Through data analysis, it is found that although women of different ages have unique consumption characteristics of that age, there are obvious common characteristics in terms of motivations for purchase behavior, choice of publicity methods, and attitudes towards promotional products.

First, through a survey of motivations for purchasing behavior, it was found that women of all four ages believed that "friend recommendation" was the best way to make them want to buy. Secondly, a survey of celebrity endorsements shows that the student group of 18-25 years old prefers young idols, women between the ages of 25-45 are more inclined to familiar movie stars, and

women over 46 years old trust their age Star, as shown in Figure 4.

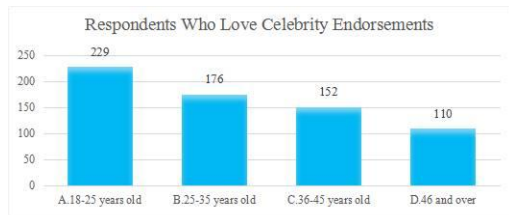


Figure 4. Respondents who love celebrity endorsements

Through the correlation analysis of age and seasonal discounts, full reduction activities, and the provision of gifts, it is found that as age increases, women are more enthusiastic about promotional products. The analysis data shows that women’s age is related to discounted products and gifts. The propensity to show a significance at the 0.01 level. The value of the correlation coefficient is about 0.1, the maximum is 0.139, and the minimum is 0.061. It can be seen that as women age, women are more interested in various promotional products, as shown in Table 2.

Table 2. Correlation analysis

		Season discount increases purchase probability	Full scale activities increase purchase probability	Promotional gifts increase purchase probability
Age	Pearson Correlation	0.117**	0.061	0.139**
	Significance	0	0.053	0
	two-tailed			
	N	1009	1009	1009

2.4 Analysis of the Characteristics of Female Consumption

Relevant research shows that women between the ages of 20-50 years have the strongest consumption ability, and women at different ages have their own unique consumption characteristics. According to the results of the questionnaire, this study is based on the typical consumption behavior Characteristics, the women are divided according to age, and finally determined as the following four age stages for further analysis.

Consumption characteristics of female consumers aged 18-25, there were 343 female respondents at this stage, mainly students. Including college students, some vocational college students and middle school students. Their income is mainly living expenses provided by the family. The most purchased products are clothing, shoes and hats, accounting for 27% of total consumption expenditure, and then cosmetics, as shown in Figure 5.

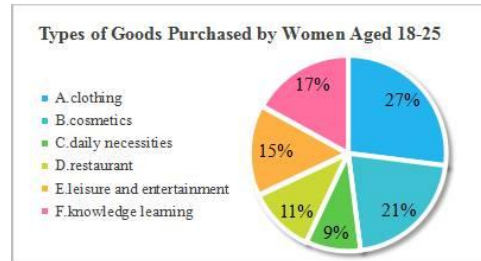


Figure 5. Types of goods purchased by women aged 18-25

The number of students who pay more attention to the appearance of goods when shopping is 31% of the total. The number of people who care about brands accounts for 23% of the total. But there are fewer people who care about price and practicality, as shown in Figure 6.

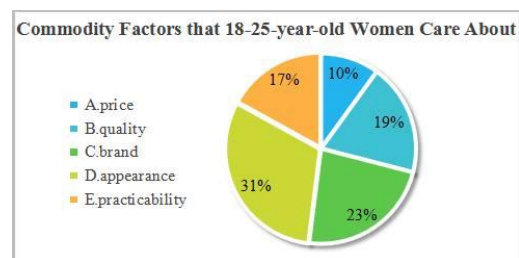


Figure 6. Commodity factors that 18-25-year-old women care about

According to the statistics of the questionnaire, it is also found that female consumers aged 18-25 are less able to make reasonable arrangements for their living expenses, and only 32% of the students plan their living expenses reasonably.

Consumption characteristics of female consumers aged 26-35, women at this stage have higher education. 39% of them are undergraduates and 20.75% are masters or above. At the same time, their occupations are concentrated in company employees, enterprise managers, teachers, etc., with stable income, as shown in Figure 7.

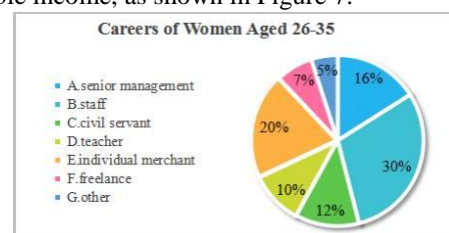


Figure 7. Careers of women aged 26-35

Their monthly income between 5000-10000 yuan accounts for 61% of the total, and 9% of women have a monthly income above 30,000 yuan, as shown in Figure 8.

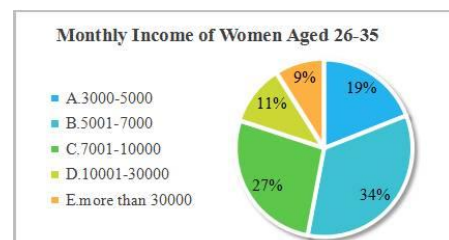


Figure 8. Monthly income of women aged 26-35

Through research on shopping methods, women of this age are the most popular online shopping. Ranked second is the physical store goods including shopping malls, brand stores. It can be seen that the convenience of online shopping conforms to the characteristics of their fast-paced life, and their busy work makes them prefer online shopping. As shown in Figure 9.

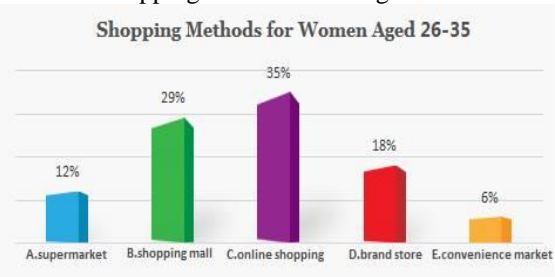


Figure 9. Shopping methods for women aged 26-35

Consumption characteristics of female consumers aged 36-45, women at this age include not only undergraduates, but also middle and high vocational education and high school and below education. The occupation is more stable and the monthly income has increased. Monthly income of 7001-10000 accounts for 39% of the total number of people surveyed, and 10000-30000 accounts for 16% of the total, as shown in Figure 10.

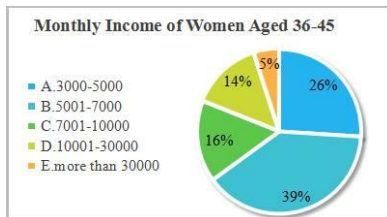


Figure 10. Monthly income of women aged 36-45

At this stage, 34% of women care about brand awareness. They believe that the products they purchase are a reflection of their own quality of life, as shown in Figure 11.

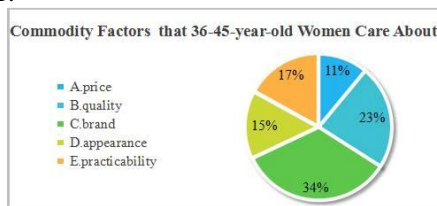


Figure 11. Commodity factors that 36-45-year-old women care about

Consumer characteristics of female consumers under 46, among women at this stage, 61.63% had high school education, 25% had vocational education, and only 9.3% had a bachelor's degree. Most of their occupations are corporate employees, and their monthly income is declining. The monthly income is 3000-5000 yuan, accounting for 36% of the total number of people, and the monthly income is 5001-7000, accounting for 18% of the total number of people. 50.68% of their consumption content is concentrated on daily diet and daily necessities, involving all aspects of life, as shown in Figure 12.



Figure 12. Types of goods purchased by women under 46

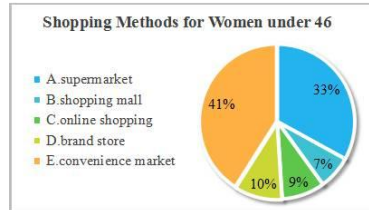


Figure 13. Shopping methods for women under 46

The survey shows that they are more inclined to shop in convenience markets and supermarkets. Through in-depth interviews, we learned that this group of people trust physical goods more, and 70% of them will make a good budget, as shown in Figure 13.

3. Research conclusion and marketing strategy

After analyzing the consumption behavior of 1009 women, it is found that female consumers have obvious characteristics when they produce shopping behaviors. For these consumption characteristics of women, merchants can adopt corresponding marketing strategies to gain marketing initiative.

3.1 Marketing Strategies for the Common Characteristics of Female Consumption

Improve product quality and establish a good reputation, compared with other factors, product quality is a key factor that promotes women's shopping behavior. High-quality products will form a good reputation among consumers and increase product sales. Therefore, merchants should focus on quality and establish a good reputation among consumers.

Accurately target users and appropriately replace speakers, celebrity endorsement is the most widely used publicity method for most commodities. Appropriate selection of product spokespersons is essential to increase product sales. A suitable endorsement image can not only reflect the unique meaning of the product's audience and brand, but also cater to the idols of female consumers of different ages.

For women of different ages, different promotion methods are used, the study found that promotional activities can effectively stimulate women's consumption motivation. Older women are more likely to be affected by promotional activities. Manufacturers can adopt corresponding promotion methods according to the types of goods purchased by women at different ages. For women between 36-46 years of age, the promotion of household goods will increase sales. For women between 18-35 years old, you can increase the promotion of clothes, shoes and hats, and use the full reduction activities that women love.

In the context of fierce competition in the consumer market, formulating a reasonable and scientific marketing strategy is conducive to the development of the huge potential of the female consumer market.

3.2 Sales Strategies for Women of Different Ages

For female consumers aged 18-25 years, women at this age are prone to impulse consumption. Among them, 45.77% did not have a reasonable arrangement when shopping, and 54.81% of women were affected by the shopping mall environment and caused shopping behavior. 53.64% of women will buy because of the packaging or style of the product rather than the price. Therefore, for the products of this group of people, the design of the appearance of the product is very important, and the environment and decoration of the store will also have a consumer effect.

For female consumers between the ages of 26-35, women's education at this age is generally higher and shopping is relatively rational. 59.34% of women pay more attention to the practicality of goods when shopping, and 56.02% of women will make reasonable arrangements for their income. 48.55% of women are involved in travel expenses in their consumption expenditures. As women pursue their personalization and quality of life, more and more women are willing to spend part of their income on leisure and entertainment such as travel and outing. For related industries such as travel, we can develop corresponding products for female users and open up market space.

For female consumers aged 36-45 years, at this stage, women are mostly company executives and have a certain economic foundation. More attention is paid to the enjoyment of one's own beauty when producing consumer behavior. For this part of women, businesses should focus on creating their own brand connotations and cater to their inner thoughts.

For female consumers under the age of 46, as a housewife, middle-aged women have to take care of their children while supporting the elderly. The expenses for food, clothing, housing and transportation are inseparable from middle-aged women. Therefore, middle-aged women are virtuous and frugal. Under the influence of traditional consumption concepts, women under 46 years of age are diligent and frugal, and they reasonably distribute income. Most families consider neglecting their own consumption. Therefore, for this part of women should design more affordable products.

4. Work Summary and Suggestions

In this study, through a questionnaire survey of more than 1,000 women in Beijing, combined with the relevant theories of female consumer behavior, the sample is divided into four age stages. With the help of SPSS and Excel data analysis tools, it was found that female consumer groups tend to be endorsed by film and television stars in terms of publicity methods. In marketing strategy, promotional activities can greatly stimulate women's desire to buy.

Women of different ages have different characteristics in shopping behavior: the 18-25 year old student group pays more attention to the appearance and brand of the goods when shopping, ignoring the price and practicality. Women aged 26-35 pay more attention to the quality of products and the improvement of their self-image. At the age of 36-45, due to their family roles, the types of goods purchased are diversified. Women under the age of 46 are affected by traditional lifestyles, and shopping also reflects the simple and frugal characteristics.

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