

An Analysis of Consumer Behavior of Retired People in Haidian District of Beijing

Yan Liang, Pingping Huo and Yanyan Chen

College of Applied Science and Technology, Beijing Union University, Beijing, China

Abstract: With the rapid development of social economy, retired elderly consumer groups gradually occupy a considerable proportion in the consumer market. This article takes the consumption status of retired elderly in Haidian District of Beijing as an example, obtains the income and consumption behavior data of retired elderly through questionnaire survey, and discusses the retired elderly's consumption psychology, consumption structure and consumption demand. After analysis, this article draws the following conclusions: There is a significant correlation between the consumption patterns of retired elderly people and monthly income levels and monthly expenditure levels. The food consumption and daily necessities of female retired elderly people are higher than that of male retired elderly people, and the social and spiritual consumption is lower than that of male retired elderly people; In general, the consumer demand of retired elderly is mainly concentrated in medical insurance and tourism. The difficulty of consumption for retired elderly people is that there is no special elderly consumer counter, no shopping place, and the shopping market is expected to be closer to home. At the same time, there is fraud in the consumer market for the elderly. It is recommended to improve the pension insurance and medical security system, improve the consumer market for the elderly, develop the tourism market, increase the supply of food and health products, and strengthen supervision.

Keywords: retired elderly; consumption structure; consumption demand

1. Introduction

With the rapid development of the economy, the aging of the population continues to increase. At the same time, the quality of life of the elderly is also significantly improved. The elderly consumer market has occupied a considerable proportion. Considering the elderly population's consumption demand, purchasing power, consumption habits, etc. There are many differences between the population of other ages, and the

consumption behavior of the elderly has become a subject worthy of our study. This study takes the retired elderly in Haidian District of Beijing as an example, analyzes and explores the consumption behavior and psychology of the elderly, improves the elderly consumption theory, provides recommendations for the elderly consumer market, and promotes economic growth.

2. Data Sources and Methods

2.1 Data Sources

This article aims to analyze the income and consumption psychology of retired elderly in Haidian District, Beijing, and to explore the consumption needs of retired elderly. Because of its obvious characteristics: the retired elderly consumers are limited to Haidian District in Beijing, so they used field visits to parks in Haidian District to obtain research data. During the visit, we directly filtered out invalid data. Through data analysis tools such as SPSS software, Excel tools, and related knowledge of consumption theory, the research data is mined, and then analyzed and summarized, and finally a report is formed.

2.2 Data Content

After a month of fieldwork, we obtained 120 questionnaires, 120 valid samples, 63 males and 57 females, with a relatively even gender distribution. Table 1 and Table 2 indicate that the data reliability and validity analysis is acceptable.

In the questionnaire, we set various factors that may affect the income and consumption of the retired elderly, such as age, gender, urban-rural differences, lifestyle, marital status, physical condition, education level, etc. At the same time, it also set up related questions about their consumption needs, including what they are willing to consume, what problems they have in consumption and what they want to improve, etc., in order to analyze the consumer psychology and consumption needs of retired elderly.

Table 1. Reliability statistics

Cronbach 's Alpha	Number of items
0.714	10

Table 2. KMO bartlett's inspection

Kaiser-Meyer-Olkin metric with sufficient sampling	0.751
Bartlett's spherical inspection	122.988
df	45
Sig	0

3. Research Results

3.1 Gender Difference

3.1.1 Gender differences in consumption structure

An independent sample T test was used to compare whether there were differences in the consumption structure of retired elderly people of different genders. The consumption structure was daily food consumption, daily necessities consumption, medical consumption, social consumption, and spiritual consumption. In the daily food category, the average monthly expenditure of male retired elderly is 1,049 yuan, and the average monthly expenditure of female retired elderly is 1,556 yuan. In the consumption of daily necessities, the average monthly expenditure of male retired elderly is 1111 yuan, and the average monthly expenditure of female retired elderly is 947 yuan. In medical consumption, the average monthly expenditure of male retired elderly is 936 yuan, and the average monthly expenditure of female retired elderly is 929 yuan. In the social category, the average monthly expenditure of male

Table 3. Gender differences in consumption structure

	T test for equality of mean		
	T	Df	Saliency(double tail)
Daily food	-1.388	118	0.031
Daily supplies	2.507	118	0.014
Medical category	0.091	118	0.927
Social class	2.08	118	0.04
Spiritual category	-0.169	118	0.039

Retired elderly is 1,261 yuan, and the average monthly expenditure of female retired elderly is 1,078 yuan. In the spiritual category, the average monthly expenditure of male retired elderly is 1,347 yuan, and the average monthly expenditure of female retired elderly is 961 yuan.

As shown in Table 3, P values less than 0.05 have significant differences. There are significant differences in the consumption structure of retired elderly people of different genders. In terms of daily food consumption and daily necessities, the P value is 0.031, indicating that there are significant differences between retired elderly people of different genders, and female retired elderly people are higher than men. It can be seen in social consumption that the P value is 0.04, indicating that there are significant differences in social consumption among

retired elderly people of different genders. The social consumption of female retired elderly people is lower than that of men. It can be seen in the mental consumption category that the P value is 0.039, indicating that there are significant differences in the mental consumption category among retired elderly people of different genders.

3.1.2 Differences in consumer demand in terms of gender

Figure 1 shows that in the case of increased income, men first want to buy real estate, and women are more willing to travel, which reflects the obvious difference between men and women consumption concepts, and second, both men and women are willing to invest in medical insurance This shows that retired elderly people are pursuing health, they desire good physical fitness, and hope to prolong life. Figure 2 shows that in terms of demand, there are still differences between men and women. Men are reflected in medical security services and health care products. Women pursue travel services, followed by medical security services. Elderly diet and elderly psychological services are required by retired elderly Yes, this provides some inspiration for us to develop the elderly market.

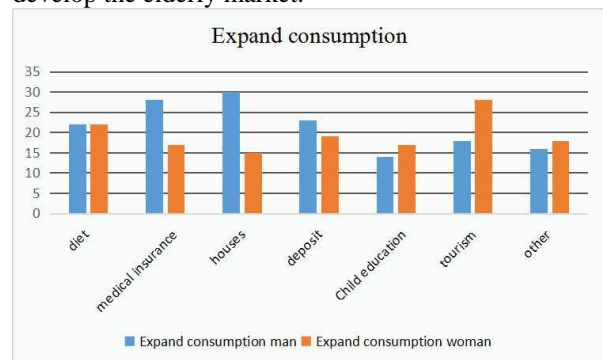


Figure 1. Expand consumption

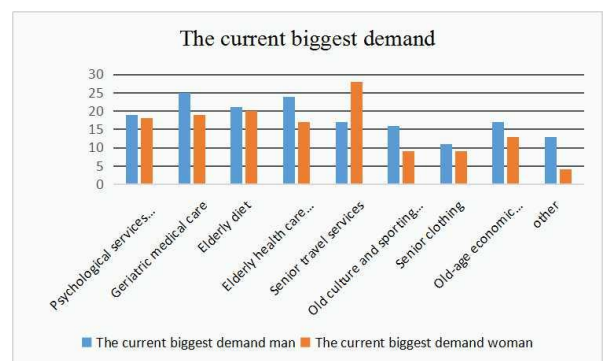


Figure 2. The biggest demand at present

3.2 Urban-rural Differences

3.2.1 Differences in consumption structure between urban and rural areas

An independent sample T test was used to compare whether there were differences in the consumption structure of retired elderly people with different household registrations. The consumption structure items were set to daily food consumption, daily necessities consumption, medical consumption, social consumption,

and spiritual consumption. In the daily food category, the average monthly expenditure of urban retired elderly is 1,404 yuan, and the average monthly expenditure of rural retired elderly is 1,394 yuan, which is not much different. In the daily necessities consumption category, the average monthly expenditure of urban retired elderly is 1073 yuan, and the average monthly expenditure of rural retired elderly is 980 yuan, which is not much different. In medical consumption, the average monthly expenditure of urban retired elderly is 970 yuan, and the average monthly expenditure of rural retired elderly is 884 yuan, which is not much different. In the social category, the average monthly expenditure of urban retired elderly is 1376 yuan, and the average monthly expenditure of rural retired elderly is 873 yuan. There is a difference between the two. In the spiritual category, the average monthly expenditure of urban retired elderly is 1,258 yuan, and the average monthly expenditure of rural retired elderly is 848 yuan, there is a difference between the two.

Table 4. Differences in consumption structure between urban and rural areas

	T test for equality of mean		
	T	df	Saliency (double tail)
meals	0.13	118	0.897
Daily expenses	1.384	118	0.169
Medical care	1.171	118	0.244
Social contact	0.038	118	0.033
spirit	0.131	118	0.042

As shown in Table 4, there are significant differences in the consumption structure of retired elderly in urban and rural areas. It can be seen in the social consumption category that the P value is 0.033, indicating that there is a significant difference between the urban and rural retired elderly in social consumption. The social consumption of urban retired elderly is higher than that of rural social consumption. It can be seen in the mental consumption category that the P value is 0.042, indicating that there is a significant difference between the urban and rural retired elderly in the mental consumption category. The urban retired elderly's spiritual consumption is higher than the rural daily spiritual consumption.

3.2.2 Differences in consumer demand between urban and rural areas

There are differences in the sources of income between the rural and urban areas. The majority of the income of the retired elderly in the urban population comes from social pensions, commercial pension insurance and rent income. And other aspects. From the point of view of shopping, there is no difference between urban and rural areas. First of all, we should pay attention to the quality of goods, followed by the price of goods, convenience of shopping, style and after-sales.

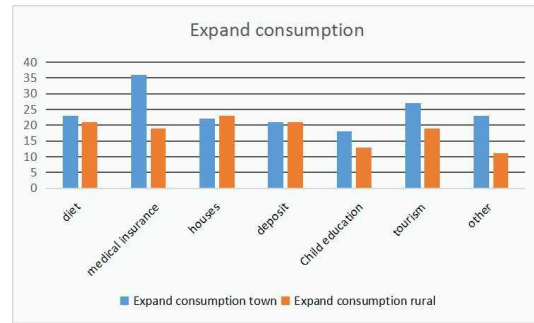


Figure 3. Expand consumption



Figure 4. The biggest demand at present

According to Figures 3 and 4, urban residents first increase their expenditures on medical insurance when income permits, followed by tourism, and retired elderly people in the rural population first increase their expenditures on buying houses, followed by food and savings, There is a clear difference between the two. Judging from the current greatest demand, the greatest demand for urban retired elderly is medical care for the elderly, followed by elderly tourism services and elderly diet. The rural population has the greatest demand for medical care for the elderly, psychological services for the elderly, tourism services for the elderly, cultural and sports goods for the elderly, and economic security for the elderly.

3.3 Overall Consumption Difference and Consumption Demand

From the perspective of the influencing factors of consumer psychology, 40.8% of retired elderly people will have the desire to buy when they are recommended by friends when they shop, which shows that the word of mouth of the elderly affects the buying behavior of the retired elderly. And 29.2% of retired elderly people are also willing to have a desire to buy from brand endorsements. It is also an endorsement. Star endorsements only occupy 7.5% of the sample. The obvious difference between the two also shows that the long-term shopping experience has cultivated the inertia of the elderly Consumers, they are more willing to choose the same brand for long-term use, and will not trust the new brand. Celebrity endorsements and advertising pushes are hard to cause their impulse to consume. A 15.8% sample of community push selects this item, which shows that some close-to-distance push methods in the community will have some impact on the

consumer psychology of the elderly, and also bring us some inspiration.

From the perspective of consumption, retired elderly people who plan ahead and spend money account for 40.8% of the sample, and those who can save can account for 29.2% of the sample, and those who want to spend it spend 20.8% of the sample. The consumption of retired seniors is more rational. Since the seniors are more mature in psychology and age, they are more stable when shopping, and have less impulsive enthusiasm. First of all, they will plan expenditures, and will compare them repeatedly when shopping. On the other hand, Retired seniors are more frugal when shopping. If it is not something that is particularly needed, it can be saved. If there are price reductions, discounts and other activities, the elderly will also form consumer behavior.

The outstanding problems encountered by retired elderly consumers when shopping are that there is fraud in the elderly consumer market; the product descriptions are complicated and the elderly cannot read; there is no special elderly counter. Correspondingly, government departments should set up special shopping areas for elderly consumers, increase supervision, and combat market fraud. The shopping area should be set closer to the retired elderly consumer groups. The various products in the mall are relatively complete, and the product description should be concise and easy to understand.

In the case of a certain income, retired elderly consumers are more willing to increase spending on medical insurance, followed by tourism, which shows that with the rapid economic development, social medical security, social pension security, and various commercial insurances are becoming more comprehensive. More retired seniors are not satisfied with basic food, clothing, housing, transportation, and are more willing to enjoy life. They are more eager to travel around, appreciate different landscapes, and appreciate different folk customs.

4. Work Summary and Suggestions

In the trend of population aging, the proportion of retired elderly population in the total population continues to increase. Under this background, a questionnaire survey is conducted to analyze the income and consumption of retired elderly people in China and make corresponding recommendations for the consumer market.

In terms of consumption structure, the food consumption and daily necessities consumption of female retired elderly people is higher than that of male retired elderly people. It is recommended to increase the types of food in the area of female elderly consumers. However, male retired elderly have higher consumption in social and spiritual categories, and various entertainment projects can be set up in the area of male retired elderly consumers. In terms of consumer demand, female retired elderly tend to travel consumption and medical security, and male retired elderly tend to purchase housing and medical security. For the elderly

females, the tourism market is improved by setting up special tourist zones and opening elderly tourist groups.

In terms of consumption structure, the spiritual and social consumption of retired elderly in rural areas is lower than that in urban areas. In terms of consumer demand, urban retired seniors hope to increase spending on medical insurance and tourism, and rural retired seniors increase spending on food and savings. It is recommended to increase the supply of medical care products and investment in medical insurance in the market, and the elderly retired in rural areas have some demands on diet. It is recommended to set up more consumer markets for rural elderly consumer groups and increase the types of food.

Generally speaking, the consumption behavior of retired elderly people tends to rational consumption, frugal consumption and inertial consumption. Retired elderly people first consider the quality of the goods and the comfort of wearing when shopping. Secondly, they pay attention to the price of the goods. The distance is also a factor that affects the shopping of retired elderly people. Therefore, it is recommended to set up counters for the elderly in the community or close to the elderly consumer groups, and the types should be comprehensive and the service is considerate.

Retired elderly people are more expecting to have a healthy body and better medical security services. Therefore, it is necessary to improve the social pension insurance and commercial insurance system. In addition, retired elderly people are also willing to invest in health care products. Old people's psychology will produce a sense of fear, so it is necessary to increase market supervision. In addition, retired elderly people have greater demand for tourism, so they can expand the elderly consumer market and promote economic development.

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