

Analysis of Consumer Behavior in the Post-Epidemic Era

Letao Yang*

Department of business school, Xijiao Liverpool University, Nanjing, China

*Corresponding author: letao.yang22@student.xjtlu.edu.cn

Abstract. Different consumers have different purchasing tendencies. With the advent of the Internet era, new technologies are developing faster and faster, and consumers' preferences and factors in choosing goods have also changed. Enterprises can better meet consumer needs and improve sales profits by studying consumer behavior changes and influencing factors. Through studying the theoretical achievements and data of famous scholars at home and abroad, this paper mainly analyzes and summarizes the changes and unchanged parts of the factors that affect consumers' purchase of goods, and puts forward constructive suggestions for businesses. From the perspective of consumers, it also analyzes their shopping psychology. Consumers understand their psychological activity process, which will help them to spend more rationally, and reduce blind consumption and impulse consumption. Such research can not only help businesses study consumer psychology to promote consumption and promote economic development, but also help consumers have a better understanding of themselves and a more rational and reasonable distribution of property.

Keywords: Post-epidemic era; consumer behavior; life stream.

1. Introduction

In recent years, a sudden epidemic broke our normal calm life. Thousands of factories have stopped production in order to avoid the spread of disease, and consumers have isolated themselves at home. Online shopping has become the main theme of the purchase method. The world economy has ushered in a depression peak. Recently, the epidemic has gradually passed. Some factories that cannot be started for a long time have closed down, and workers are unemployed at home. The rise of e-commerce webcast has also become a choice for re-employment or people's sideline development. In the new situation of online shopping, it is particularly important to understand the psychology of shoppers. Among thousands of different live broadcast products, facing consumers with more choices, how to let consumers stay in the live broadcast room for a long time and buy the products you promote in a short time has become the primary research issue. In today's era, online shopping has gradually reduced the impact of traffic and geographical factors. Even food that is not easy to preserve has a full range of cold chain protection to extend the shelf life or to be specially transported by plane. Under such circumstances, how to speculate on the code of conduct of consumers in such a nationwide online shopping environment by studying their past purchase behavior has become a problem that researchers and businesses need to consider. Therefore, in order to provide consumers with a better consumption experience, This paper conducts research on consumer behavior.

2. Consumer behavior summary

Consumer behavior refers to a process in which consumers get a glimpse at a kind of new thing, feel this thing in their heart, and at last, make the decision (in which there is a discussion of impulsive and compulsive buying) [1] whether purchase this thing. Some people may also choose to find another thing or another brand to replace this thing. Generally, the whole process is called consumer behavior, which is not limited to transactions [2]. In the era of big data, there are more factors to be considered in the study of consumer behavior characteristics. The so-called online celebrity is actually a manifestation of people's conformity psychology behind the blockbuster. People tend to show themselves as the public. People sometimes fear that they are different. So sometimes consumers

don't necessarily buy things based on whether they like them or not. They also put the public's liking into consideration.

3. Consumers behavior's influence factor

Actually, there are several features that affect consumer behavior, which include external and internal factors. The external factors are cultural (culture, sub-culture, and social class), social (Products choices are more and more complex, since there is a wide variety of products on one hand, and consumers are being more informed and preoccupied about their health and a healthy lifestyle on the other hand [3]), and environmental (dread of disease and social isolation affect significantly in past three years [3]). What is more, the internal factors psychological such as motivation, perception, studying, belief, attitude, self-concept, and personality, as well as personal age, lifestyle, occupation, education, and economic situation are included [2]. The buying process and decision in which there is a discussion of impulsive and compulsive buying. Post-purchase behavior is a subject that must be understood deeply and thoroughly.

As can be seen in the research, personality, gender, and habits can influence their purchasing behavior. For some, the main reason for consuming beer is sitting with friends, during which time they consume beer, but in other circumstances, they would not consume beer.

In figure 1, of the 388 questionnaires obtained, 200 women (51.5%) and 188 men (48.5%) are represented. [4]

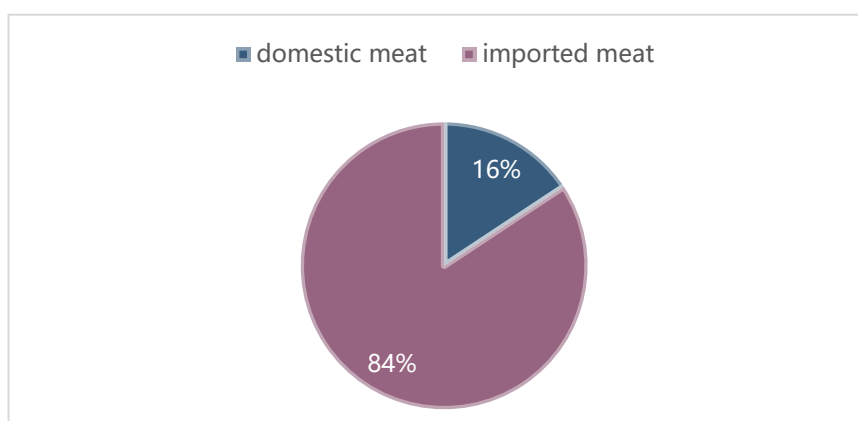


Figure 1. Frequency of beer consumption by Czech consumers [4]

From the form, consumer behavior can be affected by gender age, and so on. Exactly, there are many differences between different people because of the variety [3].

Although the recent rapid development of online e-commerce has further promoted consumption, enabling consumers to choose and buy what they like without leaving home. However, some consumers still prefer to buy offline. Because of online limitations, buyers can only see two-dimensional pictures, can't hear the sound, can't touch the texture, and can't smell the flavor of food. These factors will affect the enthusiasm of consumers [5].

Different consumers have different needs. The difference in purchasing power of different families will also lead to the difference in purchasing meat. People who require higher quality of life may buy imported meat. However, the consumption level of such people is relatively high, which is a minority. Most people just guarantee the quality of meat without problems, which can be shown in Fig. 2.

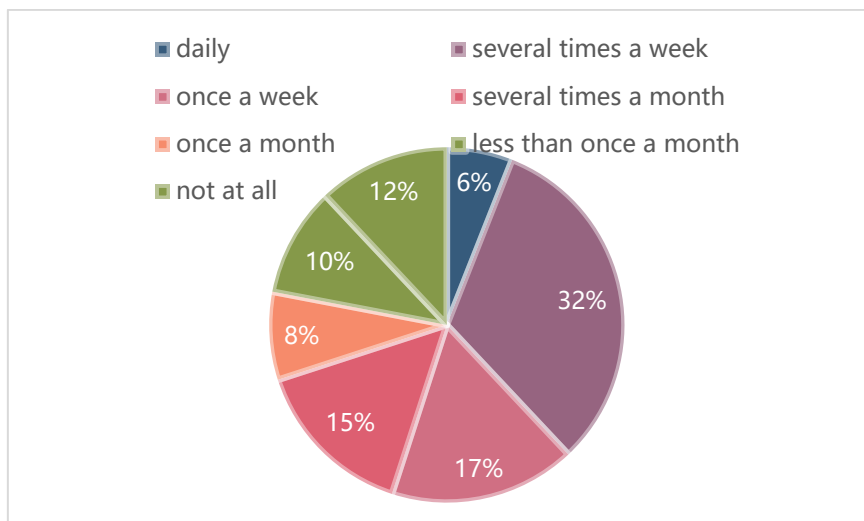


Figure 2. Consumption of domestic and imported meat products [3]

The price of imported meat may be higher. Although the cost is higher, the profit may also be higher. In the process of sales, targeted consumption may have a greater chance of success. For families with high consumption capacity, it can promote more imported meat to meet the living requirements of consumers. For families with average consumption capacity, it can be recommended as appropriate. Occasionally, the average family will also want to buy imported meat. Therefore, when selling, we should pay special attention to what is said and is said, and see clearly the needs of buyers.

With the rise of live broadcasts with goods on major platforms, the star effect is also a very important reason

There is a general tendency for consumers to love their families. Because fans like a star, they will trust the products or accessories that the star uses more. Among them, there are also many fans who have irrational impulse consumption in order to make the star bring better results. Consumers should rationally look at the problem of stars taking goods and choosing what they need to buy. Before paying, consumers can hesitate for a few seconds to confirm whether they need this item [6].

4. Suggestions on marketing strategies for consumer behavior research

4.1 Strengthen the construction of independent brands

According to the research, consumers will focus on brand credibility when purchasing goods. If the brand is a

well-known mass brand, the brand benefits attached to it can make consumers trust the quality of the goods [7]. The establishment of its own brand image can sometimes fix the consumer object and consumer group. For example, the well-known brand LVMH is a high-end luxury goods group. Its positioning is high-end consumption, which is mainly aimed at consumers with higher consumption levels or higher requirements for quality of life. Because of the brand benefits, they generally do not have the possibility of price reduction and promotion. High-end brands, will establish many of their sub-brands and have certain positioning.

4.2 Improve consumer environment

The consumption environment will greatly affect consumers' consumption desires [7]. In addition to the value and quality of the goods themselves, the decoration of the store, the layout of the counter, the placement of the goods, and the geographical location of the store will have a great impact. In terms of the overall environment, the impact of the epidemic in recent years has gradually made traffic no longer the main factor affecting consumption. Whether the stores are registered online, the number

of push times and the proportion of push locations have gradually increased. In order to stimulate consumption, some brands will also do some promotions and discounts.

4.3 Strengthen social network layout

It is also important to strengthen the analysis of big data [7]. It is necessary to legally collect the browsing traces of consumers, and investigate and analyze their preferences and intentions.

4.4 Take advantage of consumers' preference for discount

In the retail industry, we can skillfully use the holiday benefits to sell some products at a discount through legal holiday promotions to expand the popularity of our brand. In the meantime, we will ensure the rights and interests of consumers, maintain a high level of product quality, and let users have a good consumption experience, so as to attract consumers' second consumption [8]. The products launched can be designed with a limited number of souvenirs according to the festival to maintain the festival atmosphere and meet consumer demand.

5. Limitations

Nowadays, although researchers have known that their behavior depends on personal habits, we still need to find how to attract people who would not have bought this product. This can be significant for both sales and customers. The whole sales process is not only about goods but also about services. However, this survey is not very comprehensive at present, and businesses are not very cooperative. Because for most businesses, only want to increase profits, not to improve after-sales service and other processes, resulting in a poor initial experience for consumers, resulting in a lower possibility of potential secondary shopping. Sales need to do more than sell goods, and consumer satisfaction is also very important. This will directly affect consumers' second purchase of goods and potential users (such as consumers' friends, family, etc.) [9].

And the research on consumer behavior has certain regional limitations. There are great individual differences between people, and there are also great differences in personality between people in different regions. So, it is not scientific to do regional research blindly and enlarge the results to the whole. Similarly, it is obviously not scientific to take the results of regional studies as the results of another region. This difference is huge, which leads to a great demand for such statistical samples. And they need to come from different regions and try to have different origins, family backgrounds, and even growth environments. Such reasons lead to the current research in this field is still imperfect.

6. Future outlooks

For the investigation of consumer purchasing power, businesses can investigate the characteristics of consumers who have already purchased. For example, according to the survey, most families who have bought parent-child clothes will buy them once a year. Those who do not buy are potential customers of the business. The appearance of most parent-child clothes is monotonous. Also, brand packaging design is important. So, families who don't buy clothes may not pay attention to clothes and forms but pay more attention to the appearance of clothes. Of course, this does not rule out the results of differences in economic strength. For businesses, we can increase the production quantity of hot items and improve the appearance of clothes at the same time. So as to stabilize old customers and attract new customers through continuous innovation [10].

With the development of financial media, we can use more advanced scientific and technological means to obtain more data and do more comprehensive data research and data analysis in the future. We can explore the influencing factors of consumer behavior from more perspectives so that we can get an operational sales plan for consumer behavior, thus improving the sales volume, and better-providing services for consumers and meeting consumer needs.

7. Conclusion

By studying the relationship between their own state of consumption and their consumption habits, we can infer their behavior in the post-Internet era. Gender differences, family life differences, economic strength differences and so on will affect their purchase habits to some extent. If we can purchase and sell the goods that they are more accustomed to or like to buy in large quantities through the study of their behavior habits, we can better meet the purchase expectations of consumers and satisfy their consumption desire, at the same time, we can improve our sales performance, promote the development of social economy, and promote the employment of some unemployed people due to the epidemic. In the post-epidemic era, businesses should also maintain their own advantages, improve product quality, make every effort to build their own brands, improve service quality, gain the trust of consumers, and produce relevant common reactions. The arrival of the era of big data on the Internet can effectively help businesses reduce the impact of the distance between consumers and stores. Businesses should seize the opportunity of the rapid development of the times and make good use of the help of the Internet.

References

- [1] Zakiatuzzahrah, Arifianti R., Muftiadi A., Alexandri M. B. IMPULSIVE AND COMPULSIVE BUYING IN RETAIL BUSINESS: AN OVERVIEW OF CONSUMER BEHAVIOR IN INDONESIA [J]. Russian Journal of Agricultural and Socio-Economic Sciences, 2018, 79 (7).
- [2] Recent Advances in Consumer Behavior Theory: Shocks from the COVID-19 Pandemic [J]. Behavioral Sciences, 2021, 11 (12). Author: Yin Bibo; Yu Yajing; Xu Xiaocang.
- [3] Muresan Iulia C., Harun Rezhen, Brata Anca Monica, Brata Vlad Dumitru, Chiciudean Daniel I., Tirpe Olivia Paula, Porutiu Andra, Dumitras Diana E. Factors Affecting Food Consumers' Behavior during COVID-19 in Romania [J]. Foods, 2022, 11 (15).
- [4] Veronika Svatošová, Petra Kosová, Zuzana Svobodová. Factors influencing consumer behaviour in the beer market in the Czech Republic [J]. Czech Journal of Food Sciences, 2021, 39 (4).
- [5] Guo Weiguang, Wang Chen. Research on the influencing factors of O2O e-commerce consumer buying behavior of community fresh agricultural products [J]. Business News, 2019 (26): 6 - 7.
- [6] Wang Weihuan. "Internet plus" economy in the era of the COVID-19 - research on the impact of star effect on consumption [J]. Modern Business, 2022 (15): 20 - 22. DOI: 10.14097/j.cnki.5392/2022.15.056
- [7] Liu Xiaotong. Use big data to research consumer behavior and realize marketing strategy [J]. Modern Marketing (last ten-day), 2022 (11): 151 - 153. DOI: 10.19921/j.cnki.1009 - 2994.2002 - 11 - 0151 - 051.
- [8] Lu Meina, Zhou Yuqing, Xia Hengyan, Shi Yingxue. Analysis of the influencing factors of residents' consumption in the post-epidemic period [J]. Cooperative Economy and Technology, 2021 (09): 65 - 67. DOI: 10.13665/j.cnki.hzjykj.2021.09.025.
- [9] Bao Han. Research on the current situation and trend of consumer behavior [J]. Economic Research Guide, 2020 (12): 47+50.
- [10] Wang Jiajia, Yu Ziyang. Research on consumer behavior characteristics of parent-child clothing in Jiaying [J]. Western Leather, 2017, 39 (20): 135.