

Research on Female Consumers' Impulsive Consumption Based on Perspective of Consumer Purchase Decision Model in Sichuan, China

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Abstract: This paper integrated and analyzed the impulsive buying behavior of Sichuan female consumers in three objectives: the factors that promote or inhibit the impulsive purchase decision-making process, influencing factors of marketing stimulation, and suggestions of improvement for existing business strategies. Combining relevant theories and the characteristics of the Chinese shopping environment constructed a theoretical model of the influence mechanism of female consumers' impulsive buying decisions. In addition, herd psychology served as a moderating variable to observe whether it has a moderating effect on the original model.

Keywords: Female Consumer ; Impulsive Consumption; Consumer Buying Decision

1. Introduction

The market is different, characterized by increased competition, continuous innovation in available products and services, and more companies in the same market. In this case, consumers must be fully understood. Through the analysis of factors that directly affect consumer behavior, it is possible to innovate and meet their expectations. This research is crucial for marketers to improve their activities and reach their target audience more effectively. Consumer behavior refers to the direct participation in obtaining products/services, so it includes the decision-making process before and after these actions. Therefore, advertising information seems to cause an inevitable psychological impact, prompting individuals to purchase a particular product/service. In addition to emotional content, impulse shopping can also be triggered by various factors, including store environment, life satisfaction, self-esteem, and the emotional state of consumers at the time. Impulse buying can be stimulated by unexpected needs, visual stimulation, promotional activities, and a decline in cognitive ability to evaluate the advantages and disadvantages of the purchase.

2. Theoretical Basis

(1) Consumer purchasing decision model (Kolter 2017).^[1] The consumer's decision-making process is influenced by consumers' and external environmental factors, especially corporate marketing strategies. In this model, external environmental factors mainly include two types: marketing stimulus and external stimulus. All these influencing factors will eventually be presented through consumers' choices of products and brands and the number of purchases. (2) Model of marketing stimulus, brand recognition, and purchasing behavior (Wu and Li 2018)^[2]. When consumers face limited, time-limited, and sudden discounts, it is easier for them to make impulse purchases than commodities without such stimuli, especially when they are in a shopping environment. When it comes to unexpected promotions, his shopping impulse is more evident and difficult to resist. Some scholars have shown that when product advertisements increase the exposure of products, the greater the degree of savings that promotional activities bring to consumers, or the more significant the persuasiveness of salespersons or experts, consumers will be more prone to impulse buying behavior. (3) The Process Model of Consumer Impulse Buying (Sindhu and Kloep 2020)^[3]. Impulse buying has also become one of the hot issues in consumer behavior research. Especially in recent years, with the development of e-commerce, consumers' impulse has also increased. For example, the annual "Double 11", the Internet is full of words such as "buy, buy, buy" and "chop hands." The operators of significant enterprises have used their best to create sales miracles one after another. While observing consumers, crazy behind the shopping are often faced with many "trophies" that are of little use to oneself and regret it. Such impulsive buying behavior is not uncommon. Many studies have shown that female consumers are more likely to have impulsive consumption behaviors.

3. Understanding on Female Consumers' Impulsive Consumption Based on Perspective of Consumer Purchase Decision Model

(1) Analyze the factors that promote or inhibit the impulsive purchase decision-making process of female consumers in Sichuan: When studying the factors that affect impulsive buying decisions, the main focus is on consumers' related factors. It is believed that consumers' gender is an important factor influencing impulsive buying, and it proves that women are more likely to make impulsive buying than men. The difference between women and men lies in the degree of attention to fashion and fashion and yearning for

change. (2) Explore through marketing stimulation, perceived value, purchase emotion, and herd mentality, the factors that influence the purchase decision of female consumers in Sichuan: The female consumer's impulse buying decision-making mechanism model is based on the consumer's purchasing decision model and empirically tests the critical influencing factors in the female consumer's impulsive purchasing decisions. Based on ensuring customer satisfaction, various marketing activities stimulate consumers to make purchase decisions and purchase behaviors. (3) Suggest improving the existing business operators to meet market needs better and provide theoretical suggestions for product development and marketing strategies: Especially concerning the increasing consumption status of modern women, when the research paradigm for female consumer groups is not yet mature, such research is worth trying. With the rapid economic development, China has the world's largest consumer market, significantly where female consumers are constantly increasing. Understanding women's hearts, observing their impulsive consumption performance, and in-depth exploration of their psychological causes will help businesses formulate marketing strategies and occupy the market.

4. The Conceptual Framework for the Research Study

First The relationship between influencing factors of promotional activity and sales interaction, and marketing stimulus; purchasing cost, product quality and perceived risk, and perceived value; store stimulation and female factors, and buying emotion; marketing stimulus, perceived value and buying emotion, and consumer buying decision; herd phenomenon and consumer buying decision.

second Using correlation analysis testing, all influence factors significantly impact marketing stimulus, perceived value, buying emotion, and consumer buying decision, respectively.

5. The Countermeasures on Female Consumers' Impulsive Consumption Based on Perspective of Consumer Purchase Decision

5.1 Characteristics of current Chinese female consumers (Tan 2014).^[4]

Chinese female consumers receive higher education, obtain equal employment opportunities, and become increasingly economically independent. In the past few decades, their income distribution to the family has increased dramatically. These social changes have shaped the new thinking of Chinese female consumers (especially young women) and made them more ambitious in consumption. Unlike the traditional frugal lifestyle, Chinese women are more inclined to expand spending and reduce savings. The improvement of gender equality has also provided more Chinese women with opportunities to assume leadership roles in corporate management and entrepreneurship.

5.2 Understanding of the importance of raising women consuming power (Xiong and Jing 2010).^[5]

More businesses should start to adopt their business strategy from male-dominated to new family decision-makers relating to the female role. Women are the primary decision-makers in most Chinese households regarding daily household spending for the families. On the other hand, increasing independent functions such as work and management roles also change their spending and buying mentality.

5.3 Investigating female consumption pattern (Soodan 2016).^[6]

Companies should begin to understand household consumption patterns and the critical influence of women's buying characteristics. For example, buying a house always buys furniture, and in China, no matter who pays, the house decoration is always decided by women. Therefore, furniture manufacturers that cater to the tastes of female customers may have a better chance to increase sales.

5.4 The emerging female consumer power

The emerging female consumer power is providing local companies with a more nuanced picture of China. Although China is generally regarded as a big consumer market with a stated control policy, companies should better understand the dynamics of gender power in China and have conducted more research on the differences in behavior and psychology between male and female consumers. Comparing with men, women tend to shop more and spend more on personal care products and food. In addition, Chinese women are susceptible to brands and prices, while men usually pursue their favorite brands.

6. Conclusion

A good understanding of female and male consumption patterns will be the key to developing huge Chinese consumer markets. Even the significant development of Chinese consumer markets has only been developed in the last 20 years compared to other western countries. It seems the fast-paced growth of e-commerce can offer a more efficient shopping pattern and accuracy in data management for building the right marketing strategies as long as planning in encountering the right group of consumers.

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