

Consumption Characteristics and Evaluation Methods in Era Z

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Keywords: Buyer Behaviour, Social Media, E-Commerce.

Abstract: With the rapid development of the network in the information age, online consumption has gradually become popular, thereby also promoting the development of e-commerce platforms. Internet shopping has brought a lot of convenience to people so that people can buy the items they need without going shopping; with the gradual development of distribution transportation, fruit, and fresh food have become easier to save, and able to reach buyers more quickly! Then, buyers must understand the characteristics and behavior of consumers so that they can better develop marketing strategies. This paper uses case study and literature analysis to analyze the behavioral characteristics of the consumers of 'East Buy' brand, user profiles, age composition ratio, regional distribution, urban class distribution, and consumer groups, including factors affecting consumer behavior, and concludes that most of the consumers who buy the products of 'East buy' are women between 31-40 years old from first-tier cities, and this group of people can buy the products of 'East Buy'. It is concluded that most of the consumers who buy 'East Buy' products are women between 31-40 years old from first-tier cities, who have a stable source of income and pursue a high quality of life.

1 INTRODUCTION

As born in the age of the Internet, social networks are very advanced. The rise of short videos is changing people's lifestyles, and the pursuit of trends, trends. With the rise of e-commerce platforms, a variety of hybrid shopping methods is appearing, such as the live bandwagon. According to CNNIC research data, in the first half of 2023, the national online retail sales amounted to 7.16 trillion yuan, an increase of 13.1% year-on-year. Among them, the online retail sales of physical goods amounted to 6.06 trillion yuan, an increase of 10.8%, accounting for 26.6% of the total retail sales of consumer goods (Li 2023). In 2022, the nation's online retail sales reached 13.79 trillion, accounting for 31% of total retail sales of consumer goods. Although the overall growth of the market is declining, the proportion in the total retail sales of social consumer goods is climbing year by year. This shows that e-commerce consumption has become one of the main consumption channels for people nowadays (Huang 2023).

This study focuses on the live broadcast of e-commerce platforms, which is of great significance for e-commerce platforms to formulate marketing strategies; this study focuses on analyzing the consumer groups of specific anchors of 'East Buy' and

gives rationalized suggestions. In this paper, the literature analysis method is used to find and read relevant information and literature, the advantage of this method is that it can well analyze the characteristics of consumers who buy more and the characteristics of consumer behavior. The ultimate research objective of this study is to explore the characteristics of consumers who purchase products under the 'East Buy' brand that are different from other consumers in general and the factors that may influence them, including providing some feasible references for the brand.

2 LITERATURE REVIEW

To achieve the research objectives, this paper has carried out data collection, looked for relevant information in the literature, referred to the literature with the same research direction as this paper, compared the research object and objectives of the article, and supplemented the shortcomings of the previous literature.

Huang Qingqing in the article "college students' network consumption characteristics and their influencing factors" studied the characteristics of college students' network consumption and, through

the questionnaire survey, constructed a model, sample empirical analysis to analyze its causes, and finally concluded (Jiang 2023). This article analyzes the consumption characteristics of a class of people, not much involved in a specific class of products in terms of the consumer population, not comprehensive enough. This article will be from a specific anchor room of product sales for the portrait analysis, to analyze the consumption characteristics of the audience and its influencing factors. This paper uses literature analysis to find and read relevant information and literature, to study and discuss the consumption characteristics of people currently, and to study the consumption behaviors and habits of specific groups of people.

Jiang Mengzhen analyzes the multiple factors affecting youth cultural network consumption and gives the guiding strategies of contemporary youth network cultural consumption in the article "Contemporary Youth Network Cultural Consumption: Characteristics, Causes and Guidance" (Xiang et al. 2023). The article mainly analyzes the symbolic value marketing, the media public opinion influences the consumption decision, how the multicultural concept enters the youth network culture consumption market, and the strategy. It mainly mentions improving the youth's value identity to the mainstream ideology, creating the network culture works that meet the needs of the youth's beautiful life, creating a good public opinion environment for network culture consumption, and shaping the youth's healthy and rational network culture consumption spirit. The article uses synthesized expressions and gives sound advice clearly and logically, but lacks relevant data to support it.

In "Spatial Design of Immersive Sports Brand Stores Based on Consumer Demand in 'Z Era'", Xiang Jianlu, Liu Ruochen, and Chen Xi study how the consumer behavior of young people in this era influences the spatial structure of brick-and-mortar businesses, to create a more diversified consumer experience for consumers (Meng 2023). Analyzing the status quo and problems of traditional stores leads to the future development trend of brick-and-mortar stores and gives reasonable suggestions, such as personalized service, interactive experience design, and so on. The article lacks specific consumer behavior data and the comparison between traditional and modern.

Meng Qiuni in the "Expanding Domestic Demand under the Background of the 'Home Economy' new consumption mode of marketing strategy research" discusses the new consumption, and the "home

economy" consumption mode under the future development trend of enterprise marketing (Luo & Lu 2023). By analyzing the current situation of enterprise marketing under the new consumption mode of the "home economy" and the future development trend of enterprise marketing, it identifies the existing problems of enterprises and provides rationalized suggestions, such as upgrading the sense of customer experience, providing one-stop service, and improving the value of the database, etc. The article only mentions the current situation and suggestions. The article only mentions the suggestions and the current situation but does not specify the consumption patterns of people in today's era, while this article specifically analyzes the consumption patterns and consumption behavior of specific groups.

Luo Jun, and Lu Kunxiu in "Guangdong Tea-drinking Residents of Tea Consumption Behavior and Influencing Factors Investigation and Analysis" explore the residents of tea consumption behavior and influencing factors on the impact of consumer decision-making (LU 2023). Through the questionnaire survey, the Logistic regression analysis of the influence of tea sales channels on consumption behavior concluded that: tea varieties, packaging materials, and sales channels on the Guangdong residents tea consumption behavior have obvious differences, and put forward limitations and recommendations.

Lu Yingdan in the "her economy" background of e-commerce platforms in the female consumer behavior research" study explores the behavior of female consumers and develops some marketing strategies for e-commerce platforms (Xu 2023). By analyzing women's common consumption platforms and their characteristic behaviors, it can be found that women's consumption trends in e-commerce platforms - live shopping increases, self-accreditation shopping increases, and then put forward some optimization strategies by analyzing the influencing factors of women's consumption in e-commerce platforms. The article is too generalized and lacks age data, while this paper gives suggestions by analyzing the consumption characteristics of specific groups and their consumption behaviors.

Based on the above research status, this paper will analyze the characteristics of the consumers of 'East Buy' in terms of their age characteristics, consumption behavior, geographical characteristics, and so on. Age characteristics, consumption behavior, and geographical characteristics have important reference significance for consumption decisions. Different age groups have different consumption needs, by analyzing the age

composition ratio of 'East Buy' consumers and then analyzing their demand characteristics. In addition, the economic development level of each region is different, which also determines the consumption level of people in each region is different, and consumers with a high level of consumption can afford higher-cost products. Consumers with higher levels of consumption can afford to pay more for the products.

3 CONSUMPTION CHARACTERISTICS AND EVALUATION METHODS IN THE Z ERA

3.1 Enjoy Yourself over Self-Interest

Today's young people's consumption concepts are gradually changing. They are willing to pay for all the goods or services that please them, and "pleasing oneself" and "socializing" have become one of the most important reasons for young people to shop. According to the research data of the Ai.com website, more than 60% of new young consumers purchase interest consumption products with the consumption core of pleasing themselves and improving their sense of well-being; more than 50% of new young consumers purchase interest consumption products because they are "planted" by their friends or circle members to integrate into their social circle and share topics with their peers. Satisfying the needs of new young consumers for self-fulfillment and integration into the social circle has become the direction of product iteration for brands (Gu 2023). According to the *2022 Survey on the Main Categories of Consumers in China's "Grass-Seeding Economy"*, clothing, shoes and bags, food, and cosmetics and skincare accounted for more than others, with clothing, shoes, and bags accounting for 58.5%, food for 55.5%, and cosmetics and skincare for 41.6%, according to AiMedia.com. Secondly, according to the *Survey on the Main Reasons for Consumers to be Seeded in China's "Grass-planting Economy" in 2022*, 67.1% of consumers want to get the same style of Netroots celebrities, and 55.4% of consumers are motivated by their trust in original content. In addition, 64.3% of the group of people who buy sports shoes in the era of Z will give priority to the appearance of the style, which not only reflects the behavior of the young people of today's era but also highlights that the young people buy their favorite products to enhance the sense of well-being (Gu

2023). Also, meeting consumer needs is gradually becoming the direction of product iteration. The main reasons for product iteration include meeting market demand, improving product quality, enhancing innovation, increasing product life cycle value, improving brand image, and fulfilling social responsibility. This requires companies to understand the market demand, and user needs promptly, and make timely improvements to the product, to increase the sales volume and market share of goods.

3.2 Valuing Commodities

People in the Z era pay more attention to the quality of goods and are more inclined to choose to buy high-quality goods. Secondly, the social value of products is emphasized. The brands preferred by a generation are made by quality companies that are socially responsible and environmentally conscious. Compared to millennials, young and middle-aged people of today's generation are more focused on the quality of goods rather than on price issues. In other words, people nowadays are more willing to buy high-quality items and do not go for small bargains due to financial stability and a good source of income. First, high-quality goods have a beautiful appearance, with fine design and details; second, high-quality products have stable performance, for example, food products have a very tasty taste; finally, manufacturers of high-quality products provide a wide range of after-sales services, including providing technical support, reasonable return and exchange policies, and a commitment to quality assurance.

4 RESEARCH METHOD

The data source of this paper is based on the official propaganda website platform, combined with the existing research on the current state of the East Buy propaganda methods, the data are as follows: East Buy is the new platform launched by the New Oriental Live with goods; as a live platform focusing on the selection of high-quality products for the customer, East Buy Holding Ltd. is a company that continues to provide "East Buy" self-managed agricultural products as the core product of the excellent product and technology companies, as well as to provide customers with enjoyable cultural communication (Wang 2023). East Buy's live account has 3145.6w fans, 75.67% of fan purchases, 100w+ total sales, and 100 million+ total sales. The brand's anchors' carry products are mainly fruit and farm

fresh drinks, and the selection focuses on helping farmers. The brand has attracted more people's attention through the bilingual live broadcast of the goods, combining the goods with the teaching of English, and utilizing the way of live emotional resonance and emotional marketing to output sentiment and knowledge, which resonates with the viewers. In addition, unlike traditional live streaming, the brand's anchors have a humorous and literate way of expressing themselves, which can resonate with users who are fond of culture.

5 ANALYSIS

5.1 Consumers

East Buy is a fruit farmer with goods anchor and contains a wide range of goods, mostly food and fresh food and household goods. Data from the chart can be seen, food and beverage (47.74%) and fresh (27.16%) accounted for a large part of the household, toiletries, and mother and baby accounted for a small part of the total share of 25.1%. From the sales data, fresh food accounted for 51.31%, food, and beverage accounted for 37.18%, personal care, home and clothing and underwear accounted for a total of 11.51%. It can be inferred that contemporary people have a high demand and interest in fresh food and beverages (Song & Ling 2023).

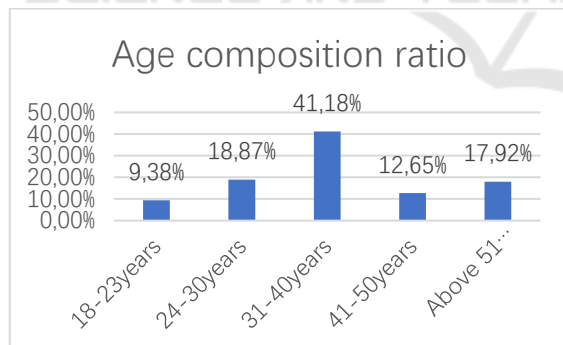


Figure 1: Age composition ratio (Picture credit: Original).

Through the male-to-female ratio data, women accounted for a large proportion (83.66%) and men accounted for a small proportion. In the age distribution ratio (Fig. 1), 31-40 year old women are predominant, accounting for 41,18%, and 18-23 years old women account for a smaller proportion. This shows that women are interested in food freshness, especially middle-aged women. Guess the reason:

middle-aged women pay more attention to food health safety and nutrition. According to the data on the distribution of consumer groups, senior-heavy assets (25.11%) and exquisite mothers (21.78%) account for the majority, and new white-collar occupies the third place (19.25%). It shows that between 30-50 years old people pay more attention to Oriental Selection's goods because this group of people have a more stable source of income and are more likely to buy East Buy's products (Bai & Guo 2023).

5.2 Loyal User Profile

Based on users' video comments and live comments, the analog portraits of loyal users can be roughly divided into two categories. The first category of users are parents of students in New Oriental offline classes, and the other category is former Oriental students (Zhang & Zhang 2023). The first category of users is portrayed as women, mostly aged between 31-40 years old. According to the *Research on Middle-aged Women's Online Consumption View in the Live E-commerce Context*, middle-aged women between the ages of 36-25 will be more conservative in their consumption because they are facing several expenditures, such as children's education, family expenses, and so on. The second type of audience users is the senior middle class, which has a more stable source of income and has high requirements for the quality of products, with the keywords 'willing to spend money to buy happiness, enjoy the moment and love life' (Fig. 2).

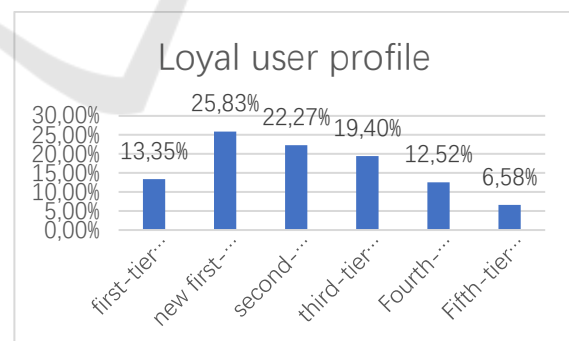


Figure 2: Loyal user profile (Picture credit: Original).

5.3 Urban Factor

First-tier cities accounted for more, Beijing 5.38%, Shanghai 3.26% Jiangsu Province accounted for 10.98%. Jiangsu Province pays more attention to education, so East Buy may attract users from Jiangsu Province (Zhu 2023). According to the geographical

data, most of the customers who buy East Buy products come from first-tier cities, such as Beijing, Shanghai, etc. First-tier cities have higher incomes, so customers are more affordable. According to the "Q3 2023 China Enterprise Recruitment Salary Report - Zhiliang Recruitment", Shanghai ranks first with an average salary of 13,492, followed by Beijing with an average salary of 13,161, which is in second place (Fig. 3).

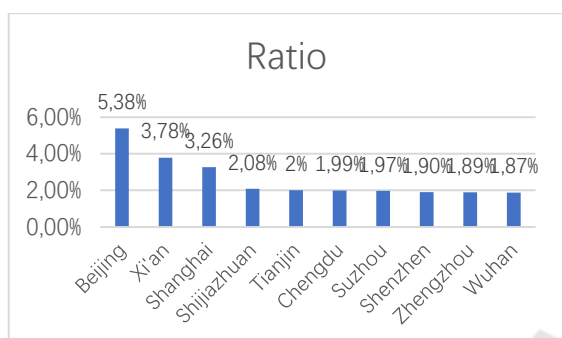


Figure 3: Proportion of urban consumption power (Picture credit: Original).

Through most of the reviews, it can be seen that people today are more concerned about the service attitude, delivery speed, and the quality of the product taste. These indicators can also become a standard for measuring the goodness of this product. Through the live traffic structure chart, it is easy to see that most of the audience in the live room comes from the recommendation feed and attention. Among them, the recommendation feed accounted for the largest 44.53%, followed by attention accounted for the second 27.01%. The other audience sources account for a relatively small percentage, totaling 28.46%. It can be concluded that the number of fans in the live broadcast is larger, the percentage of purchases is also larger, and the fans have great trust in Oriental Selection's products.

6 SUGGESTION

East Buy's live broadcast not only attracts users with spending power in first-tier cities or new first-tier cities, but most of the consumers are middle-aged women aged 30-50 years old, mainly targeting consumers who love Chinese culture and are willing to learn knowledge, and these consumers are not just ordinary young people (Mok 2023).

Since the object of analysis in this paper is an e-commerce platform brand, the data is changeable and unpredictable; and the collection and analysis of data

is completed by a specific date, so it is not possible to follow up the dynamics of the anchor and collect real-time data.

With the development of live e-commerce, new media, and other forms of industry, through the integration of online and offline convergence, and actively explore new marketing methods that are more popular among consumers. Secondly, before launching a new product, the brand should do market research to find the market positioning explore which group of people is the target group of consumers for the new product; and use appropriate marketing strategies. After finding the target group, the product should be improved to meet the consumers' needs.

The following suggestions

First: 'East Buy' should expand its brand publicity efforts to increase awareness through media channels, such as microblogging, jittering, Xiaohongshu, and so on.

Second: Focus on quality management, establish a perfect quality management system and strengthen the supervision and testing of the production process to ensure product quality.

Third: strengthen after-sales service management, provide timely after-sales service, and provide online IVS customer service Q&A to help consumers better understand the goods, and improve consumer satisfaction.

Fourth: expand sales channels, 'East Buy' can be used online and offline mixed sales model, to achieve a full range of product sales coverage.

Fifth: 'East Buy' should strengthen the supply chain, and logistics supply chain management, to ensure that the source of raw materials is clean and hygienic, and real-time monitoring of the production process to ensure product quality.

7 CONCLUSION

The result of this study is that most of the buyers of 'East Buy' are middle-aged women aged 31-40 years old, and have certain economic sources and economic basis, all of them are middle and deep assets consumers; secondly, most of the consumers are from the first-tier cities, and the consumption level of the first-tier cities is generally higher than that of the second-tier and third-tier cities. It is further concluded that consumers in first-tier cities are more able to afford expensive products and emphasize high-quality goods. This study provides a lot of valuable references for future research in this direction, which mainly influences most of the research on consumer behavioral characteristics, and future research should

focus more on the direction of the characteristics of consumer psychology and behavior for in-depth investigation.

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