

Market Research and Analysis Based on Market Demand and Consumption Behavior

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Abstract: In the modern market economy, consumer research has become the basis for enterprises to carry out marketing activities. As far as the rational person hypothesis of economics is concerned, consumption includes rational consumption and irrational consumption. In particular, irrational consumption has an important impact on the survival and development of human beings and on the sustainable development of socialized mass production. We should fully publicize consumers according to the actual sense of market demand, so that consumers can truly feel comfortable and convenient; The objective needs of consumers should be taken as the production standard to improve consumers' ease of use of products. The higher the degree of satisfaction consumers get when they consume a certain item, the greater the utility they get. Conversely, if consumers feel pain from consuming certain goods, it is negative. Therefore, further improve artistry, promote consumer behavior, and narrow the distance between consumers. As consumer behavior affects the further development of market demand, expanding consumer demand for consumption is of great practical significance for promoting market development and expanding domestic demand.

1. Introduction

In recent years, due to the influence of healthy consumption concept, fashion pursuit and other factors, people's demand for the market continues to grow. Since 2018, the market structure with the annual growth rate of industrial scale exceeding 36.0% has been formed, from rigid demand to the continuous development of market capacity, and then to increasing attention. "Consumer behavior refers to the combination of a series of reflections made by adapting to the social and economic environment and its changes in the process of consumption activities according to their own requirements and conditions" [1]. Under the condition of modern market economy, consumer research has become the basis for enterprises to carry out marketing activities. According to the hypothesis of rational people, consumption includes rational consumption and irrational consumption, especially irrational consumption has an important impact on people's survival and development, and on the continuous development of socialized mass production, because people spend all their lives, and consumption is a necessary condition for the continuous development of socialized mass production. Popularize relevant policies based on market demand. Besides the above, the government also needs relevant policies of market demand, such as formulating appropriate policies and measures according to consumers' obstacles in demand, so as to enhance consumers' spending power, change consumers' consumption concepts and stabilize consumption risks [2-3].

Consumption behavior is a kind of consumption phenomenon that integrates economy, culture, psychology and society. It is a common concern of economics, psychology, sociology, politics, ethics, and marketing. A systematic study of it is conducive to expanding the perspective of consumer behavior research, reasonably guiding the market order, and enriching the basis of consumer behavior research. In the investigation part, the market demand of hair products is taken as an example, and the market survey of market demand and consumption behavior is further analyzed. Without understanding the behavior characteristics of consumers in the hair products target market, it is impossible to formulate correct marketing strategies and achieve the best marketing effect. According to the actual sense of hair products market demand, fully publicize

consumers, so that consumers can really feel comfortable and convenient; It is necessary to take the objective needs of consumers as the production standard and improve the ease of use of products by consumers; Further improve artistry, promote consumer behavior, and close the distance between consumers [4]. In real life, the consumption behavior mentioned by many people also refers to irrational purchase. Therefore, this paper also defines the market demand and consumption behavior of hair products, that is, consumption behavior is the behavior reflected in a complete time process, which starts from the generation of consumer demand, and lasts until the product is consumed [5]. As consumer behavior affects the further development of market demand, expanding consumer demand for consumption is of great practical significance for promoting market development and expanding domestic demand.

2. Main factors affecting market consumption demand

The characteristics of consumption behavior are also shown as unplanned consumption, sometimes called impulsive consumption. This kind of consumption behavior can be shown as pure unplanned consumption and unplanned consumption influenced by the outside world. However, no matter what kind of consumption behavior is shown as unplanned consumption, of course, it will increase or decrease the amount of consumption. For consumers, it is to pursue the maximization of personal utility, which can be divided into two situations. One is to increase the consumption quantity, which will lead to the phenomenon of exceeding consumers' ability to pay; The other situation is that there is no consumption at all or far from reaching their own consumption capacity, resulting in a waste of funds [6]. Utility refers to the degree of satisfaction consumers feel when consuming goods. It is a subjective pleasure brought to consumers by commodity consumption. It reflects consumers' subjective preferences. The higher the degree of satisfaction consumers get when they consume a certain item, the greater the utility they get. Conversely, if consumers feel pain from consuming certain goods, it is negative. There are many factors affecting consumer market demand. In addition to factors such as product itself and national policy inclination, the most influential factor is consumers, which can be divided into two categories, as shown in Figure 1.

At this stage, consumers have limited payment capacity, low perceived ease of use, low perceived value, low willingness to demand, high perceived price and high perceived risk. At present, although China's economy is developing rapidly, it is still a relatively high consumption product for Chinese consumers, which is unbearable for ordinary families; Second, consumers do not fully understand at this stage, and the overall wiring structure tends to be complex, which is different from conventional wiring [7-8]. Third, the perceived value of consumers is low at this stage. In other words, in the minds of consumers, the cost performance ratio is relatively low, resulting in a gap in consumers' psychology, which affects the consumer market; Fourth, consumer demand is low at this stage, and consumers may feel novel, but they do not have the purchase intention to take action. According to the concept of demand, consumer demand is affected by both demand intention and payment ability [9]. The influence of consumers' consumption behavior is often different for different consumers. People's preferences may be innate or acquired, but once they are formed, they show a certain stability and are most difficult to grasp. Consumer's consumption behavior is also affected by the employment situation of consumers. Consumers of different occupations generally have different needs and hobbies for goods. As consumers, they should first have a clear consumption target, which is compatible with their own economic and income levels, neither ahead of nor behind, and then reduce impulsive consumption behavior through planned consumption. On the other hand, cultivate reasonable consumption habits and improve consumption level.

In consumers' purchasing behavior, most of the demand is caused by consumers' potential demand. Once the conditions are ripe, the potential demand is transformed into apparent demand. Therefore, consumers' potential demand is also influenced by demand willingness and ability to pay [10]. Consumers' demand intention mainly comes from consumers' subjective feeling of product utility, and the perceived value reflects the positive utility of consumers' feelings.

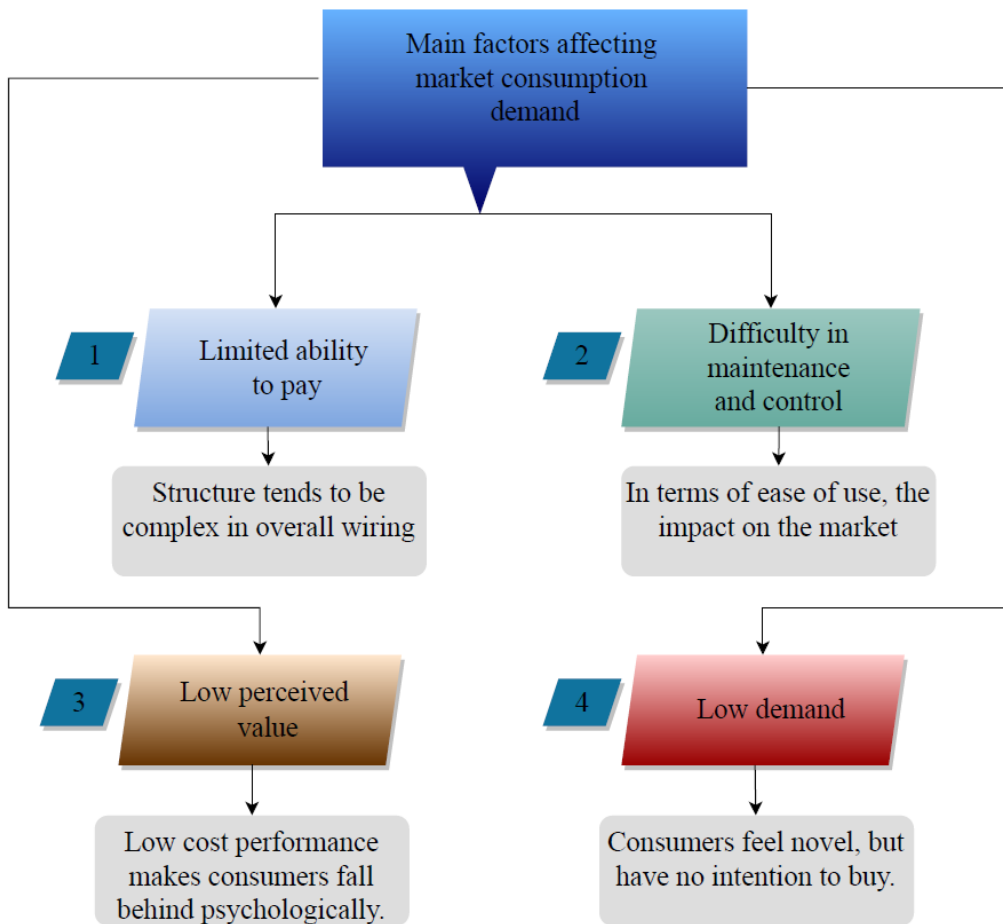


Figure 1 Factors affecting consumer market demand

3. Investigation and analysis

3.1. Market demand

After consumer segmentation, targeted products can be formulated according to different needs of consumers to improve market share. Formulate relevant policies according to different consumer groups and consumption types, and timely adjust the functions of products according to different market demands to promote consumption. This chapter will conduct further analysis in the form of a questionnaire. The questionnaire has 45 questions, mainly focusing on the market demand for consumer hair products and consumer consumption behavior. The relevant quantity involves hair market demand, consumption behavior and product selection. The method of random survey is adopted. In the questionnaire, 70.1% of the respondents had hair troubles, and 29.9% had no hair troubles. The types of troubles are shown in Table 1.

Table 1 Distribution of types of hair troubles

Hairstyle trouble	Proportion
Modeling transformation	52.1%
Dyeing and dyeing damage	38.5%
Work dress	24.6%
Lose hair	70.2%

Hair loss is the main worry, followed by styling change, dyeing injury and hair quality reduction. There is also a certain demand for hair color change and work dressing. It can be clearly seen that the public attaches great importance to hair styles and has a high demand for them. Different groups have individualized demands for hair styles. From the side, it can be reflected that the development of raw materials market for starting products is urgent and necessary. Therefore, we can improve consumers' perceived usefulness, perceived ease of use and perceived price of hair products.

The space of hair products consumption market is in an open state, and the influencing factors are mainly the current consumption environment, consumers' living habits and concepts, so as to improve consumers' perceived value of hair products consumption market and indirectly increase their potential demand for hair products consumption market. It has a significant direct and positive impact on the potential demand, which means that consumers' ability to pay for the hair products consumption market has increased by one unit. Therefore, the most direct way to improve consumers' potential demand for hair products is to improve consumers' demand willingness and ability to pay.

3.2. Consumer behavior

From the current market demand situation of hair products, in order to alleviate the embarrassing situation of the hair product industry, in addition to further improving the consumption level of domestic consumers and changing the consumption concept of domestic consumers, hair product sellers should also systematically and reasonably subdivide the potential consumers of hair products. Therefore, further investigation should be carried out from the way consumers purchase. The results of the investigation on the way consumers purchase are shown in Table 2.

Table 2 Analysis of consumer consumption channels of hair products

Consumption channels	Proportion
Online shopping platform	80.1%
Brand stores	52.6%
Shopping mall counter	21.4%

According to the data analysis in Table 1, the online shopping platform is at the top of the major purchasing channels, followed by the brand store, the mall counter and the mall counter. It can be seen that more and more consumers make daily consumption through online shopping platforms, and businesses are gradually separated from physical stores, making trade more efficient and flexible. The trade of hair products industry should also conform to the general trend, explore and open up accurate and effective sales channels, and balance the relationship between consumers' purchasing channels and purchasing experience.

Generally speaking, people's pressure is increasing. Hair loss and white hair are getting younger and younger, which brings troubles to people's hairstyle image. At the same time, with the improvement of people's living standards, consumers are paying more and more attention to personal quality enjoyment, pursuing fashion and pursuing individual needs. Combined with the results of the structural relationship effect analysis, the reasons for this phenomenon are that consumers' ability to pay is not high, consumers' perceived ease of use is not high, consumers' perceived value is not high, and consumers' desire for demand is not high.

4. Conclusions

As consumers have low trust in organic agricultural products on the market, they are skeptical of the strict implementation of their safety standards. Most consumers believe that the government is primarily responsible for the quality and safety of organic agricultural products. The government should increase market monitoring and strengthen quality supervision. This paper introduces the topic by summarizing the main factors that affect the market consumption demand, and then makes a brief analysis of the factors of market demand. Finally, through the investigation and analysis of the hair product consumption market, it makes a further analysis, and puts forward two countermeasures: market segmentation of potential consumers of hair products, and formulation of relevant hair product promotion and popularization policies. The potential demand of consumers is also affected by demand willingness and payment capacity. The consumer's demand intention mainly comes from the consumer's subjective perception of the product utility, in which the perceived value reflects the positive utility of the consumer's perception. Similarly, the improvement of infrastructure is crucial to the cultivation of market demand for hair products. Perfect demand for hair products can stimulate people's desire to buy. When the idea is cultivated, it

will virtually promote consumption habits of hair products. It is of great significance for consumers to consume rationally and reduce irrational consumption. This requires consumers to have a clear understanding of the national real estate policy, consumers' personal income level and their own consumption preferences, so as to act according to their abilities, reasonably arrange various consumption expenditures, and improve their own living standards.

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