

Characteristics of Female Consumption and Business Strategies in the "Her Economy" Era

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Abstract: With the rapid development of China's economy and culture, the transformation of female social roles has promoted their status significantly, increased their economic strength, and risen significantly their purchasing power. "Her economy", as a development product of the new era economy, is precisely positioned for female consumption. It is a unique business phenomenon formed by women. In the "her economy" era, female psychological characteristics of consumption are blind obedience, seeking brands, comparisons, and beauty. With the awakening of female consciousness and female pursuit of independence from personality to economics in the new era, the rapid development of the Internet + business platform provides a new business development situation for "her economy", which makes the growth space broader. The pursuit of product brands and the desire for high-quality life in the era of "her economy" has led to significant growth in female consumer participation. In the context of this era, it is important to position the female consumer market and design unique advertisements to promote female consumption of consumer products. Based on the rapid development of the modern economy, the e-commerce platform of the Internet + era provides convenience for "her economy" development.

1. Introduction

In line with the changes of the times and the development of society and economy, female sense of independence has become more and more perfect. More and more women have continued to pursue the dual independence of personality and economy in accordance with the trend, and no longer choose to rely on men or treat men as their only financial sources. Women are taking important responsibilities in the family, and they are playing an increasingly important role in society and career. They have their own goals and pursuits, and have their own independent thinking and rational judgment. Income makes them no longer rest on the status quo, but choose to develop themselves in accordance with the pace of the times. They enjoy life with high quality, and the "her economy" targeted at female consumption is also produced. Because women have the right to control their own economy and Ability, with independent choice and judgment, so "her economy" will also become an important part of economic development in the new era.

2. Analyses of Psychological Characteristics of Female Consumption in the "Her Economy" Era

2.1 Blind Obedience

"Herding effect" as an economic effect, well reflects the herd mentality of consumers to blindly follow the trend when consuming. As we all know, scattered groups such as herds are usually used to follow the trend blindly. Storming, there will be a bunch of sheep rushing forward indiscriminately following the sheep in front, without any consideration of its causes and consequences. This phenomenon is used in the process of human consumption and is called "herd effect" Nowadays, due to the dual pressures of employment and family, women choose to relax with various social software and short video software in their leisure time. The electronic platform of Internet + provides a good platform and environment for the development of "her economy" Few

merchants use Weibo on social platforms, WeChat public accounts with a certain popularity, and Internet celebrities with the ability to carry goods in various short video software such as Douyin to promote and promote their products. Female users are using these software. Because of the recognition of the brand and the trust in advertising, regardless of their own development needs and actual conditions, they lost their judgment and blindly followed the trend. "Netizens" and "Idols" purchased products and eventually fell into marketing scam. As long as the online celebrity recommends that a product is cost-effective, the quality of netizens' comments are good, and a "net celebrity" product with a rapid increase in sales is born. Most female consumers claim that they have not used it before or confirmed it with their own eyes. The feasibility of the use of consumer products and whether the quality and cost-effectiveness of products is consistent with what others have said. In the consumption, women have a higher degree of pursuit of symbolic products such as roses and diamonds [1]. This is to use female emotional and trendy consumer psychology to motivate them to consume related products. Merchants use some emotional bloggers or big v sharing on platforms such as Douyin or Weibo to make a group of female consumers listen. The words of life poisonous chicken soup and life ceremony, blindly follow the trend without considering the practicality of the product.

2.2 Comparison Psychology

Luxury desires women to pay [2]. For example, the female college students. According to related reports, the main reasons why college students have such a strong desire for brand name is the use of brand name itself, their own concept of seeking consumption by name, and their current living environment and family. As shown in the figure of Based on the SPSS17.0 data calculation platform, it analyzes 9 kinds of unreasonable data, and obtains the eigenvalue, contribution rate, cumulative contribution rate, and factor load of the principal component data. Therefore, the corresponding principal component cumulative contribution rate is greater than 85%. Pick 3 of the principal component factors [3].

Table 1 Index system for research on psychological factors of brand-name consumption of college students.

First-level indicators	Secondary indicators	Tertiary indicators
College Students' Famous Brand Consumption Psychology	Macro factors	Influenced by parents or surrounding friends (x1)
		Fueled by Mass Media (x2)
		The spokesperson of a brand-name product is his favorite star (x3)
	Meso factors	Guaranteed quality of brand-name products (x4)
		The style of brand-name products is more fashionable (x5)
		Brand-name products have cultural connotation (x6)

	Microfactor	College students pursue fashion and innovation (x7) Brand-name products can show status (x8) Follow the Herd (x9)
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Table 2 Characteristic value, contribution rate, cumulative contribution rate and factor load of principal component factors.

factor	Eigenvalue (λ)	Information contribution rate (%)	Cumulative contribution rate (%)	factor	First principal component (f1)	Second principal component (f2)	Third principal component (f3)
1	4.138	45.975	45.975	X1	-0.013	-0.013	0.654
2	2.135	26.336	72.311	X2	0.024	0.125	0.968
3	1.110	13.826	86.137	X3	-0.176	0.387	-0.104
4	0.624	6.932	93.069	X4	0.917	-0.476	-0.033
5	0.277	3.075	96.144	X5	0.890	-0.137	-0.025
6	0.204	2.270	98.414	X6	0.847	0.014	0.229
7	0.130	1.449	99.862	X7	-0.255	0.649	-0.011
8	0.097	0.124	99.986	X8	0.827	0.224	0.044
9	0.012	0.014	100.00	X9	0.049	0.667	0.142

The figure shows that college students' blind pursuit of brand name has been affected by the family to a certain extent, while mature women, as parents of female college students, have a subtle influence on their children's consumption habits and psychology.

3. Development Background and Reasons of "Her Economy" Era

3.1 Transformation of Female Roles and Awakening of Self-awareness

Like the drama of the media industry this year, the heroine has become a new image of commercial advertising in the new era. Film and television works based on the image of the heroine in the new era have begun to emerge in China, and more and more women in the new era. The drama is highly sought after by the public. The images of women on these commercial screens have changed from the past, being virtuous, virtuous, and gentle. In the new era, women with independent thinking and judgment ability, independent funds, and strong independence have become marketing hotspots. Behind them are hidden contemporary female awareness of themselves. The awakening of social status, with the image of independent women in the new era, resonates with audiences and stimulates female consumers' purchasing desires.

3.2 Development of New Markets in the "Internet +" Era

With the e-commerce platform as the medium, consumers and sellers can find each other with the highest efficiency and fastest speed, so that a good business relationship is formed into them. With the development and change of social economy, the proportion of women in the workplace. The increase means that women generally have relatively less leisure time, and the opportunities and time for shopping on the street are also greatly reduced. Many businesses also Due to the low threshold and low cost of website sales, choose to attract consumers' attention on beautiful seller pictures and low prices through the Internet + consumer platform, and instill consumer advertising

value of the joint promotion of major media platforms And finally achieve marketing purposes.

4. New Strategies for Business Model on the Era of "Her Economy"

4.1 "Feminist" Advertising Promotes the Motivation of Purchase Motivation

With the rise of female status and the increasing independence of their economic strength, women not only play an important role in the family, but also play an increasingly important role in today's social workplace. Emotional marketing methods in business marketing have been the most tried and tested method. Provide certain marketing strategies for sellers. It is undeniable that emotion does play an important role in consumption. Consumers have a certain emotional response in the process of consumption, which affects consumers' judgments on rational purchases and consolidates them. Desire for Consumption [4]. And through the "feminist" advertisements to guide certain value for female consumers. Contemporary women need not only the care and security of family, marriage, love, but also the respect, recognition, and social Attention. The new era of "feminism" advertising value plays a guiding role in female consumers' consumption desire, it also awakened its purchase motivation.

4.2 Improve the Quality of Online Brand Image Design

Women provide huge motivation for Internet consumption. As the main body of emotional consumption, the quality of brand image design will affect their judgment to a certain extent. There are many aspects of brand image design. Design of brand logo, design of brand name, Brand color matching, etc., excellent brand image designs will give the product a social mission and value energy. Excellent brand image will give consumers a deep impression, and it will be easier to use this to spread brand culture, Value guide. Some online sellers can only spread brand culture through pictures and text, or design unique brand packaging to impress consumers. For example, Chanel's double C brands logo, elegant, simple, generous and smooth lines. Metallic materials enhance the texture of the product and promote the brand name --- Coco Chanel. Audrey Hepburn and Chanel have similar life experiences, have the same unique taste for fashion, and have similar era backgrounds. They And the times are closely integrated [5]. Chanel takes Chanel's own life experience as the brand background, combines a small black dress with the elegant image of Audrey Hepburn, and takes advantage of the audience-based American Hollywood film, which has swept the fashion circle. Noble, elegant, and become the Chanel brand, the image of the timeless brand image is classic.

4.3 Professionally Target the Female Market to Promote Precision Marketing

According to different levels of consumers, the market is layered. Different female consumers have different consumer psychology, spending power, and consumption concepts, leading to the differentiation of the female market. Specializing in positioning the female market can improve to a certain extent Marketing success rate, such as set up distinctive brands, attracting the attention of young female consumers with unique branding and advertising methods, and using this to establish and strengthen the brand image in their hearts and stimulate their desire to buy [6]. Utilize the relevant concerns of female social platforms in the era of big data, collect corresponding data and conduct corresponding data analysis, so as to generate analysis of consumption concerns for female consumers at different levels, and thereby locate their consumer markets.

5. Conclusion

With the rapid economic growth of the new era, female status has been consolidated and improved. The rise in the proportion of women in the workplace has provided a backdrop for the growth of "her economy" in the new era, and the rise of the "Internet +" e-commerce trend in recent years is even more so. Provide convenience. In response to the improvement of female consumption level and influence, the marketing industry should design different marketing methods of the "her economy" era background, improve the quality of brand image designed, and position the female

market in a specialized and hierarchical manner. Advertising design, as a new sales highlight, ultimately promotes "her economy" as a new growth points for contemporary economic development.

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