พฤติกรรมการซื้อสินค้าของผู้บริโภคจากร้านค้าปลีกแบบใหม่ในเมืองเส้ากวน

CONSUMERS' PURCHASING BEHAVIOR OF NEW RETAIL STORES IN SHAOGUAN CITY

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การวิจัยนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาปัจจัยส่วนบุคคลที่ส่งผลต่อพฤติกรรมการซื้อสินค้าของผู้บริโภคจากร้านค้าปลีกแบบใหม่ในเมืองเส้ากวน และ (2) ศึกษาเพื่อศึกษาปัจจัยส่วนประสมการตลาดที่ส่งผลต่อพฤติกรรมการซื้อสินค้าของผู้บริโภคในร้านค้าปลีกแบบใหม่ในเมืองเส้ากวน

การวิจัยนี้เป็นการวิจัยเชิงปริมาณ ประชากรที่ใช้ในการวิจัยครั้งนี้ จำนวน 2,855,131 คน ซึ่งอาศัยอยู่ในเมืองเส้ากวน สาธารณรัฐประชาชนจีน ใช้สูตรการคำนวณของทาโร ยามาเน่ ได้ขนาดกลุ่มตัวอย่างจำนวน 400 คน ได้แก่ ผู้ที่อาศัยอยู่ในเมืองเส้ากวนและเคยซื้อสินค้าจากร้านค้าปลีกแบบใหม่ในเมืองเส้ากวน โดยใช้วิธีการสุ่มตัวอย่างแบบง่าย และใช้แบบสอบถามเป็นเครื่องมือในการเก็บรวบรวมข้อมูล สถิติที่ใช้ในการวิเคราะห์ ได้แก่ ค่าความถี่ ค่าร้อยละ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตราฐาน การทดสอบค่าที การทดสอบค่าเอฟ และการวิเคราะห์ความแปรปรวนแบบทางเดียว

ผลการวิจัยพบว่า (1) ปัจจัยส่วนบุคคลที่แตกต่างกัน ได้แก่ เพศ อายุ ระดับการศึกษา รายได้ และอาชีพส่งผลต่อพฤติกรรมการซื้อสินค้าของผู้บริโภคจากร้านค้าปลีกแบบใหม่ในเมืองเส้ากวนแตกต่างกัน อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 และ (2) ปัจจัยส่วนประสมการตลาดที่แตกต่างกันส่งผลต่อพฤติกรรมการซื้อของผู้บริโภคในร้านค้าปลีกแบบใหม่ในเมืองเส้ากวนแตกต่างกัน อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 ผู้บริโภคมีพฤติกรรมการซื้อจากการลดราคาสินค้ามากที่สุด และต้องการการส่งเสริมการขายที่เรียบง่ายไม่ซับซ้อน ส่วนที่ตั้งของร้านค้าปลีกแบบใหม่ต้องอำนวยความสะดวกในการซื้อให้กับลูกค้าด้วยบริการ 24 ชั่วโมง

คำสำคัญ: พฤติกรรมการซื้อสินค้าของผู้บริโภค ร้านค้าปลีกแบบใหม่ เมืองเส้ากวน

ABSTRACT

The objectives of this research were: (1) to study the personal factors affecting on consumers' purchasing behavior of new retail stores in Shaoguan city; and (2) to study marketing mix factors affecting on consumers' purchasing behavior of new retail stores in Shaoguan city.

This research was quantitative research. The population used in this research was 2,855,131 people who living in Shaoguan city, the People's Republic of China. Used Taro Yamane's calculation formula, a sample size of 400 people who living in Shaoguan city and had purchased products at new retail stores in Shaoguan city. Using a simple sampling method and using the questionnaire as a tool for collecting data. The statistics used in the analysis were frequency, percentage, mean, standard deviation, t-test, F-test and One-way ANOVA.

Major Findings: (1) different personal factors included gender, age, educational level, income and occupation affected on consumers' purchasing behavior of new retail stores in Shaoguan city differently with statistically significant at the 0.05 level; and (2) different marketing mix factors affected on consumers' purchasing behavior of new retail stores in Shaoguan city differently with statistically significant at the 0.05 level. Consumers had the highest purchasing behavior from product price reductions and wanted a simple, uncomplicated promotion. New retail locations must facilitate purchases for customers with 24 hours service.

Keywords: Consumers' Purchasing Behavior, New Retail Stores, Shaoguan City

Research Background

In the past two years, due to the repeated impact of the epidemic, the digital transformation of traditional retail enterprises in China has become urgent. Moreover, with the deepening development of technologies such as big data, cloud services, 5G, the Internet of Things, and artificial intelligence, as well as the gradual changes in people's consumption concepts and needs, the era of the Internet of Things will accelerate. From the perspective of China's new retail market, in 2022, the integration of online and offline services will continue to give birth to a new

consumption model in the retail industry, enabling the growth of online physical retail sales to be maintained. According to figures, in the first half of 2022, China's online retail sales reached 6.3 trillion yuan, a year-on-year increase of 3.1%; Among them, the online retail sales of physical goods reached 5.45 trillion yuan, an increase of 5.6%, accounting for 25.9% of the total retail sales of consumer goods in society. Under the dual role of digital technology and the COVID-19, the digital process of China's new retail industry has been accelerating. At the same time, the vertical development of domestic retail market segmentation has further boosted the consumption of domestic retail industry, which will become an important starting point to promote China's domestic demand.

In addition, in recent years, the competition in China's physical retail industry has been extremely fierce, and new retail is not limited to a single retail category. It will also evolve into a comprehensive industry that integrates various industries such as retail, express logistics, financial technology, enterprise services, artificial intelligence, etc. Therefore, with the progress of society and the upgrading of consumers, the refined operation ability and digital foundation and ability of developing new retail among retail enterprises will be increasingly tested, and new requirements will be put forward for retail enterprises to build an omnichannel and smart retail ecosystem.

The new retail driven by data not only brings about a transformation in efficiency, but also focuses on people, changing the relationship between people and goods, and fundamentally improving the user experience. Nowadays, the main consumer groups in China tend to be more personalized, driving the vertical development of industry segmentation. Under the trend of continuous increase in per capita expenditure of residents, people's consumption needs will exhibit personalized and diversified characteristics. In addition, consumption needs of different age and geographical groups also show differences. The people-oriented concept of new retail requires enterprises to meet consumers' demands for a shopping experience, as well as their demands for personalization and high quality. Consumers are given the right to choose and control what they have before. Therefore, the hierarchy, diversity, and diversity of consumer demand, as well as the

consistent pursuit of a good consumer experience by consumers, will promote new retail enterprises to adopt differentiated competitive strategies and move towards more segmented and vertical development areas.

With the continuous development of mobile internet, big data, cloud computing and other technologies, new retail is gradually becoming an important trend in the retail industry. New retail not only involves the integration of online and offline, but more importantly, it achieves seamless experience across all channels through technological means, providing consumers with a more personalized, convenient, and fast shopping experience. At the same time, the emergence of new retail has also promoted the upgrading and transformation of the entire industry chain, promoting innovation and development of the retail industry.

In this context, research on new retail is of great significance. Firstly, understanding the development process and trends of new retail can provide decision-making references and direction guidance for enterprises and governments. Secondly, studying the impact of new retail on consumers, businesses, and the entire industry can help all parties better adapt and respond to the new market environment and competitive landscape. Finally, studying the key technologies and business models of new retail can provide enterprises with more scientific and effective development strategies and innovative ideas.

Research Objectives

1. To study the personal factors affecting on consumers' purchasing behavior of new retail stores in Shaoguan city.

2. To study marketing mix factors affecting on consumers' purchasing behavior of new retail stores in Shaoguan city.

Research Hypotheses

1. Differrent the personal factors affecting on consumers' purchasing behavior of new retail stores in Shaoguan city, differently.

2. Different marketing mix factors affecting on consumers' purchasing behavior of new retail stores in Shaoguan city, differently

Research Scopes

In this research, the researcher has defined the scope of research as follows:

Content Scope

Focus on the study of factors including :

Independent:

1. The personal factors: Gender, Age, Income, Occupation and Education

2.4Cs : Customer, Cost, Convenience and Communication

Dependent:

consumer purchase behavior

Area Scope

Shaoguan City, The People's Republic of China.

Population and Sample Size

The population used in this research was 2,855,131 people who living in Shaoguan city, the People's Republic of China.

The sample group consisted of 400 consumers who living in Shaoguan city and had purchased products at new retail stores in Shaoguan city, the People's Republic of China. According to Taro Yamane's formula (1973) 95% confidence level and a tolerance of 5% sample selection were accepted 400. Using a simple sampling method.
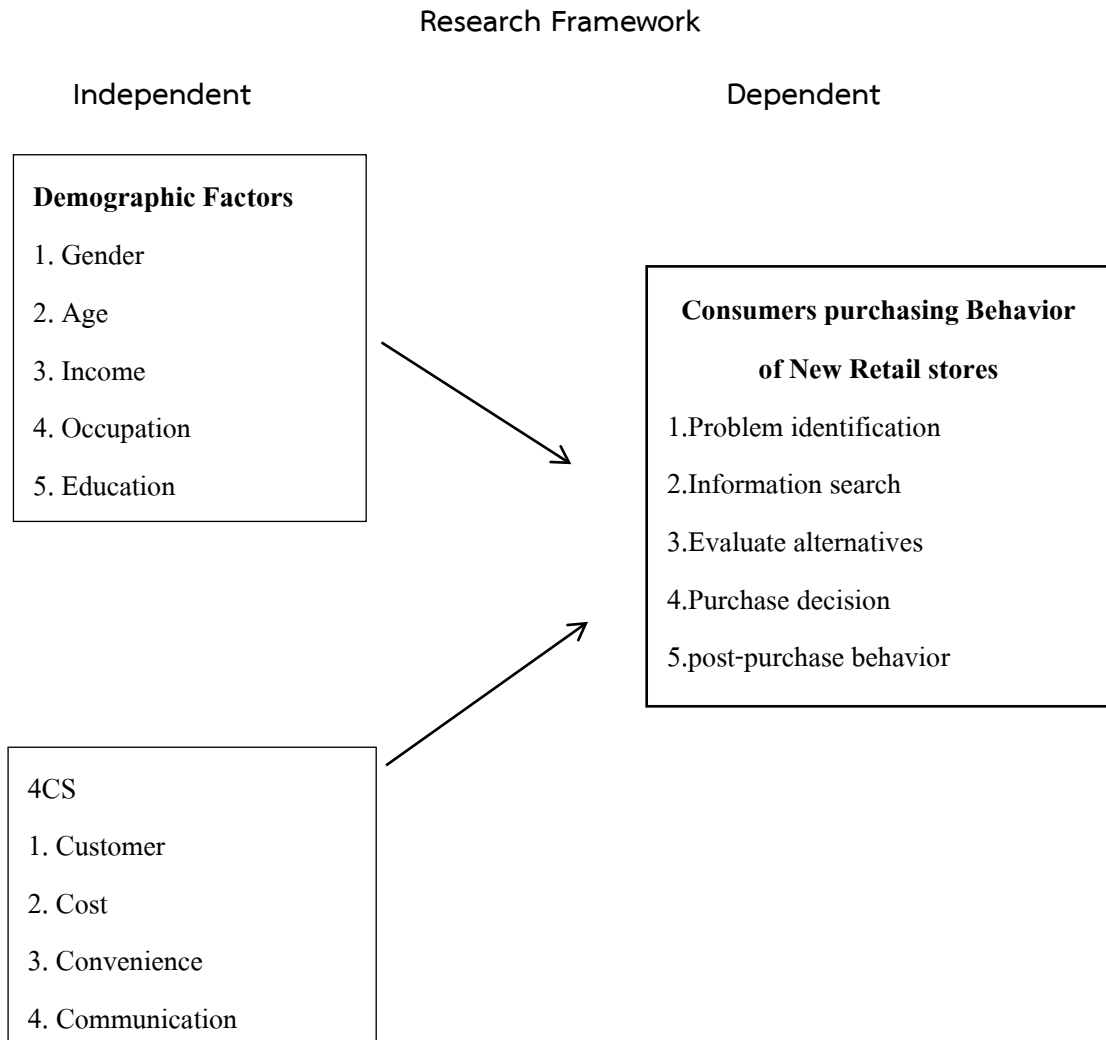
Research Framework

Independent   Dependent

Demographic Factors

1. Gender

2. Age

3. Income

4. Occupation

5. Education

Consumers purchasing Behavior

of New Retail stores

1.Problem identification

2.Information search

3.Evaluate alternatives

4.Purchase decision

5.post-purchase behavior

4CS

1. Customer

2. Cost

3. Convenience

4. Communication

Figure 1 : Conceptual Framework

Expected Benefits

     1. By studying consumer purchasing behavior in the new retail environment, it helps to capture market trends and consumer needs. This enables businesses to better adapt to market changes and adapt products and services to meet customers' actual preferences and needs. Consumer behavior research can provide businesses with key information to help optimize marketing strategies.

2. By understanding consumers' preferences, shopping paths and preferences, companies can implement more accurate personalized recommendations, social media advertising and other marketing methods to improve advertising effectiveness and shopping conversion rates.

Literature Review

The topic in this research: Consumers' Purchasing Behavior of New Retail stores in Shaoguan city The Republic of China. Making the research results useful and achieving the established literature review is divided into 4 parts:

2.1 Definition and Theory of the Personal Factors

2.2 Definition and Theory of Marketing Strategies (4Cs)

2.3 Definition and Theory of Consumer Purchasing Behavior

2.4 New Retail Stores

2.5 Related Research

Research Methodology

Research Model

The researcher conducted the study according to the research process and quantitative research methodology. By using a questionnaire to collect information from a sample of the population it is descriptive research.

Population

The population used in this research was consumers who living in Shaoguan city that 2,855,131 people (2023).

Sample Size

The sample group consisted of 400 consumers who living in Shaoguan city and had purchased products at new retail stores in Shaoguan city, the People's Republic of China. According to Taro Yamane's formula (1973) 95% confidence level and a tolerance of 5% sample selection were accepted 400. Using a simple sampling method.

Research Tool

The study subject Shaoguan city. Using a simple sampling method and using the questionnaire as a tool for collecting data.

1. General information of the respondents is gender, age, income, occupation, and education level.

2. Respondents' opinions is consumer, cost, convenience, communication, need identification, information search, purchase decision, post-purchase behavior by using the gauge of Likert's Scale, it is divided into 5 levels, which are 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree.

3. Suggestion

Data Collection Methods

In This research the researcher has collected the data as follows:

1. Primary Data collected questionnaires from the sample group.

2. Secondary Data The researcher gathered the data from the study of related documents.

The Statistics Used in Data Analysis

Descriptive statistics analysis. The questionnaire part 1 used the frequency, percentage, mean and the questionnaire part 2 used the mean, standard deviation to describe general information from the sample and analysis of opinion data, independent variables and dependent variables. The criteria for interpreting the results are as follows:

In analyzing the data, the students collected all scores to find the mean and the standard deviation of the sample based on the criteria by which the question is a rating scale, which is divided into 5 levels.

Score Level

Strongly Agree   means a score of 5 points

Agree   means a score of 4   points

Neutral means a score of 3 points

Disagree   means a score of 2 points

Strongly Disagree means a score of 1 point

Therefore, the criteria for interpreting to classify the mean into the following ranges:

Conclusions

1. Personal factors affecting consumer purchasing behavior in new retail stores in Shaoguan City.

Different personal factors included gender, age, educational level, income and occupation affected on consumers' purchasing behavior of new retail stores in Shaoguan city differently with statistically significant at the 0.05 level.

Through the analysis of consumers' personal factors, the ratio of male to female consumers in Shaoguan has basically reached 1:2. There are two age groups of consumers, one is 21-34 years old, and the other is between 35 and 55 years old. Consumers in this age group are mostly young people and starting families. They place orders at new retail stores in advance after get off work every night and do not need to go to the market to make purchases the next day. Judging from the educational background of the consumers interviewed, most of the interviewees have a college degree, a high level of education, and the ability to accept new things quickly. Therefore, the operation of new retail stores in Shaoguan is a matter of less resistance and easier to develop. From the perspective of monthly income, most consumers have an income of around 3,001-5,000 RMB, and more than half of the respondents have a monthly income of 3,001-5,000 RMB. This proves that consumers in new retail stores are mainly mid-range consumers. According to occupational analysis, more than half of consumers in new retail stores are engaged in jobs related to the retail industry. There are more channels for obtaining relevant information about new retail stores, which will provide better impetus for the upgrade of new retail stores.

2. 4Cs marketing strategy factors of consumer behavior in new retail stores in Shaoguan City.

Different marketing mix factors affected on consumers' purchasing behavior of new retail stores in Shaoguan city differently with statistically significant at the 0.05 level.

Through the analysis of 4 C marketing theory, from the perspective of consumer demand, Shaoguan consumers have a high ability to accept the implementation of new retail stores. They have great support for the promotion activities of new retail stores and are very satisfied. At the same time, in terms of cost, prices and product types have been well satisfied. Combined with promotional activities and discounts, most people are more willing to go to new retail stores for consumption. In terms of convenience, the provision of next-day or same-day delivery for online orders has improved consumers' shopping experience to a new level, and its delivery and service fees are within the acceptable range of consumers. From the perspective of communication, after shopping in new retail stores, people are more satisfied with the products. For consumers who make purchases in stores, they will receive relatively more promotional coupons. Many people will I am happy to recommend it to friends and family around me. As a result, the improvements in new retail stores have improved all aspects of consumers' lives. The overall manifestation is that online purchases and offline distribution save consumers' time.

3. Consumer purchasing behavior of new retail stores in Shaoguan City.

Analysis of consumer purchasing behavior from the perspective of demand identification, consumers already know the store to a certain extent when shopping in the store, which proves that the publicity of new retail stores has a certain level. From the online official website, the information released by the channel is complete and expressive, and the address of the store can be easily found. From the perspective of information acquisition, the information provided by the store before shopping is accurate, and you can get enough help in the process of finding products. You can easily find information about the product and get enough help. From the perspective of evaluating alternatives, stores will have enough alternatives to choose from for goods, and the alternatives provided by the stores are satisfactory to consumers and can well meet consumer needs. From the perspective of purchasing decision-making, when confirming the purchase of goods, store staff will

communicate with consumers with their own professional suggestions, making it easier to find product features, discounts, and use coupons appropriately. Judging from the post-purchase evaluation, consumers are very satisfied with their post-purchase experience. Any problems will be solved promptly by employees. Consumers are very satisfied with the after-sales service provided by the store, whether it is the return and exchange policy or the payment method. To a certain extent, it provides consumers with the fastest and most efficient solution. Therefore, after consumers purchase and play with the product, their experience will be well introduced to their friends and family around them.

Suggestions

1. **Online and offline multi-channel development and integrated marketing model.**

Physical stores should improve the shortcomings of a single channel and vigorously develop online channels so that consumers can purchase products anytime and anywhere. However, it should be noted that online sales are not simply about selling products whose quality cannot be guaranteed in order to save store opening costs and earn more economic benefits. Physical stores should establish their own online sales brands, do a good job in connecting online and offline sales models, and establish a strict product quality monitoring system to ensure that online and offline products are of the same quality and price, so as to achieve the goal of both physical stores and consumers. win-win between them.

2. **Focus on the application of technology and form a digital operation model.**

In order for physical stores to break the shortcomings of online and offline information asymmetry, form mutual support between the two, and realize digital operations, they need to use Internet devices to collect various customer data, such as consumption data, behavioral data, social data, etc., to form a big data platform , providing data support for precision marketing, while using "black technology" applications such as face recognition, payment, and unmanned cashiers to

continuously reduce the operating costs of physical stores and improve operating efficiency.

3. Strengthen experiential marketing.

Currently, the post-80s and post-90s generation are the mainstream consumer groups. They advocate individuality and need care. Whether it is traditional price-oriented physical store retail or the current online consumption that lacks practical experience, it is difficult to meet the needs of this group. After the seamless connection between online and offline, big data management is used online to provide customers with timely response and precise marketing, and offline face-to-face communication and contact with customers are provided to provide them with unique experiences and personalized services, thereby Let consumers truly feel the high quality of products, high-quality services from employees, and good corporate culture, prompting them to be willing to spend more to obtain high-quality services. Because physical stores meet the needs of market segments, they can take the initiative and win opportunities in the fierce market competition.

4. Meet customer needs in an all-round way and provide efficient and high-quality services.

Traditional price-driven physical store retail focuses on channels and stores, but has a vague understanding of factors such as consumers and services, and relies on experience for management. Under the new retail model, physical stores need to create a seamless online and offline marketing environment, satisfy consumers with excellent product quality and high-quality all-round services, and be able to respond quickly and efficiently to meet customers' needs anytime and anywhere, so that They become dependent on it, rather than simply cutting prices or offering discounts to attract customers. For example, JD Logistics meets customers' "fast" needs with efficient delivery speed and high-quality services, and wins the favor of customers.

5. Form a sharing alliance and move towards a sharing economy.

Form an alliance with many interest communities in the industry chain and develop into a sharing economy platform. This type of platform effectively connects upstream and downstream partners in the industry chain through big data technology, connects idle resources in the industry chain with real-time needs of

consumers, reduces inventory, responds quickly to customers, etc., thereby seizing market share. Bring benefits to the enterprise.

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