

# Research on the Convergence Characteristics of Customer Consumption Behavior and Consumption Culture

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**Abstract.** With the rapid development of the Internet, online shopping is becoming more and more prosperous. More and more customers shuttle between physical stores and online stores to conduct consumer behavior and become dual-channel customers. Based on the convergence characteristics of consumer behavior and consumer culture, the author carries out the research. The author believes that there are three major conflicts in the consumption psychology of the middle class in China: the conflict between Chinese traditional culture and Western culture. The conflict between romantic ethics and realistic rationality; the conflict between taste and taste. Research shows that channel selection, channel evaluation and channel retention are the main consumer behaviors of dual channel customers. The cultural differences between countries and nations are no longer the most important variables to explain the differences in consumer behavior.

**Keywords:** Customer consumption behavior, consumer culture, assimilation characteristics.

## 1. Introduction

Many scholars have conducted empirical research on consumer behaviors of consumers in the context of economic globalization from different perspectives [1]. Various factors such as economy, foreign culture, science and technology, and family make the post-80s values fundamentally different from those born before the reform and opening up [2]. Compared with ordinary consumers, fan groups worship, admire and even fanatically obsessed with the objects they love, and make extraordinary investments in economic, time and emotional aspects [3]. However, China has already possessed the basic structure of the modern social class structure and has continuously developed into a modern structure. Since the establishment of the first supermarket in China in 1984, the number of supermarkets nationwide has increased [4]. With the increase of our national consumption capacity and the opening up of our retail industry, supermarkets will have a greater development in the next few years. Using the consumption index as a comparative study, they found that the consumption behavior of different countries began to show quantitative similarities [5]. Moreover, the values of this consumer group are quite different among consumers of different ages and classes, and there are great differences in consumer behavior. They do not consume passively, but actively, actively and creatively through consumption to construct their own meaning of life and existence, so they are regarded as the typical representative of consumerism culture [6]. Therefore, it has become an urgent problem for both theoretical and practical circles to understand and understand the dual-channel consumer behavior.

With the deepening of reform and opening up, the material life of the only child born in the 1980s is superior to that before the reform and opening up, and the social economy has improved [7]. At present, China's social structure as a whole is still a traditional pyramid structure, a small number of people live in the upper stratum of society, most people are in the lower stratum, mainly the agricultural population still occupies a large proportion. Its life experience and the characteristics of the times are quite different from those of the consumers born before the reform and opening up [8]. In theory, it helps us to better understand the behavior, culture and psychology of fans, an extraordinary consumer group. Thus, it explores the marketing ideas for fans in the context of popular culture, and also provides a new unique perspective for the study of the classic theme of "consumer loyalty". Understanding consumers from the perspective of cultural values is an increasingly important topic in marketing academia [9]. Supermarkets are also facing fierce market competition while they are booming [10]. The consumption of barley and rice in Western countries and Eastern countries has also shown a phenomenon of trade-offs. Therefore, it is necessary to conduct special

research on consumers born in the 1980s. In practice, it provides useful insights for brands to attract, nurture and maintain a loyal fan base. The academic community often uses the concept of “intermediate class” and the “senior income layer” is used in the report of the 16th National Congress. In this paper, the title of the middle class is uniformly adopted.

## 2. Convergence Characteristics of Consumer Culture

What to consume and how to consume is a matter of learning. As Baudrillard said, "The consumer society is also a society that learns to consume and is a social training process for consumption." In this part, the definition of customer and customer is mainly defined, and the customer consumption behavior and customer purchase model research as well as the traditional shop customer shopping decision process are expounded. That is, consumers buy or accept a certain product or service not for trading, not for profit, but for their own use. In other words, the higher the degree of exposure and opportunity of the product to the consumer, the higher the probability of stimulating consumer behavior. Among them, the middle class is the most receptive group of foreign commodities and consumer culture in society. The formation of brand loyalty is not entirely dependent on the quality, popularity, brand association and dissemination of products. It is closely related to the characteristics of consumers themselves, and depends on the experience of consumers in using products. Generally speaking, for those who have Collectivist Value Orientation in target areas or target groups, when choosing products, businesses should try their best to make products have mass consumption and reduce the publicity of products. This new consumption concept originated from the traditional Chinese consumption culture, derived from the current institutional environment and deeply influenced by the modern consumption culture, especially the consumerism culture, which doomed it to have a certain uniqueness.

The whole process from product selection to purchase embodies the law of consistency between attributes and values and consumer behavior, which constitutes a two-tier relationship. If so, consumer behavior will come into the next stage. Therefore, the relationship between attributes and values and consumer behavior can be constructed according to the cultural values of Chinese consumers. As shown in Table 1.

Table 1. The Relation between Attributes and Values and Consumption Behavior

Consumer behavior	Conformity type	Marginal type	Risk aversion	Real type	Symbolic type	Loyalty type
Sense of worth	Collectivism	Fatalistic	High Uncertainty Avoidance	Long-term orientation	High power distance	Past orientation
Products or sales channels	Consistency of Product and Group Characteristics	Availability of products	Channel and Product Safety	Functional attributes and cost performance	Brand and Status Requirements	Product and Brand Familiarity

For a long time, the consumption mode with actual needs as the core has been gradually replaced by the consumption desire as the core in the traditional life style of China. Most of them now belong to a mixture of two cultures and two concepts. They prefer to choose foreign brands and Western lifestyles, which also constitute their status as commodity symbols. In the choice of channels, we can choose more traditional and well-known channels. The scope of consumer research is based on the macro level. Its perspective is to study the production and consumption of the whole society. Enterprises in all industries are collectively called producers, and users of all products are collectively called consumers. As mentioned earlier, the middle class is an active promoter of Chinese consumer fashion. The latter is what most people can "acquire" by imitating body odor. Regularly ask for comments and requests from members. Offer members different levels of shopping offers. Send a blessing and contact feelings on the member's birthday or holiday, so that the supermarket's service is more human. Show their class status through consumer choices for different brands and lifestyles.

In the market development, we should pay more attention to the change ratio of new and old customers, and timely understand the reasons for the changes, and should solve the problems in time. Increasing brand loyalty is extremely important for the survival and development of a company and for expanding its market share.

In order to fully understand the consumption behavior of supermarket customers in the city, the author's consumption of specialized customers was investigated. Mainly for daily necessities, and the consumption is below 500. What products are usually purchased by customers, and what is usually consumed is shown in Table 2.

Table 2. Products and consumption that customers usually buy

Food	Daily necessities	Household appliances	Clothing	Other
43.6%	41.3%	6.6%	3.7%	4.8%
Below 50	50-150	150-250	250-350	350-500
45.6%	37.2%	8.6%	5.3%	3.3%

The frequency of customer spending is mostly once a week. This is consistent with people's daily life cycle, so the update of supermarket goods and promotion activities should be carried out for one week. From the survey, it was found that the citizens are willing to spend no more than 30 minutes on their way to the supermarket. Therefore, the current consumption of the citizens still tends to be convenient (with direct buses) or within walking distance. So how often do you spend once? How do you go about the advantages? as shown in Table 3.

Table 3. Consumption frequency and consumption travel mode

2-4 days	5-8 days	9-15 days	16-20 days	More than 20 days
19.6%	17.5%	25.6%	23.7%	13.6%
Walk	Bicycle	Bus	Motorcycle	Driving or playing
36.4%	27.1%	24.3%	6.5%	5.7%

In consumer behavior, consumers in the same cultural mode will show a common value orientation attitude and behavior in the process of consumer behavior. That is to say, there are some commonalities in purchasing target, purchasing motivation, purchasing organization, purchasing channel, purchasing opportunity, purchasing procedure and so on. In the shopping environment, the facade will give people an intuitive, vivid and vivid impression. Only a harmonious facade can cater to the needs of consumers. If the internal environment of shopping can make consumers feel elegant, comfortable and harmonious, and keep them in high spirits all the time, it is conducive to promoting the purchase action. They respect and worship the heroes who scored goals and regard them as idols; they have witnessed countless incredible legendary moments and have paranoid views and beliefs about the results of the game and the future of the team. Knowing the values, we can deduce the next step of consumers' behavior, design products and channels according to the values, and then implement corresponding marketing strategies. Foreign goods symbolize purchasing power, status, taste and fashion. foreign consumption has become a trend of cultural value. The principle of scientificity should be embodied in the selection of evaluation indexes and the rigor of mathematical processing methods.

### **3. The Relationship between Consumer Behavior and Consumer Culture Model**

#### **3.1 Consumer Behavior Theory.**

In the theory of consumer behavior, it has been emphasized that the culture of different countries and nations will profoundly affect people's behaviors and attitudes, as well as affecting people's consumption behavior. A person's values are gradually formed through learning and continuous abstraction of their own experience. Once formed, they will have a great impact on their own lifestyle

and behavior. The concept of "fural consumer behavior" has broken through the limitations of previous consumer behavior research, and has attracted scholars' attention from the majority of ordinary consumers to a small number of special consumers. A person's values are gradually formed through learning and continuous abstraction of their own experience. Once formed, they will have a great impact on their own lifestyle and behavior. Flexibility, moderation, emphasizing interpersonal relationship and etiquette, reputation, righteousness and trust are higher than contracts, and respecting the rules of historical evolution are the characteristics of Confucian commercial culture. Supermarkets began to appear in food stores in New York in 1930, and then gradually spread to other industries. Since the 1950s, supermarkets have developed rapidly all over the world because they can meet the needs of modern life. Therefore, in many cross-cultural studies, researchers mostly take the state or nationality as independent variables to explain the differences of people's attitudes and behaviors, and thus reveal the value orientation of different countries or nationalities.

### **3.2 Consumer Culture and Its Characteristics.**

Traditional international marketing theory emphasizes that the key to the success of transnational corporations in host countries lies in their sensitivity and adaptability to local culture. China has been in a state of shortage economy for a long time. Thrifty and practical thinking and thrifty lifestyle have always been the mainstream of Chinese social consumption culture. Consumption needs and desires have been in a state of repression for a long time. Supermarket does not have salesman, only has a monitoring system. Customers choose in the supermarket by themselves. The shopping environment is relaxed, and there are carts or baskets for customers to use when choosing goods, which is very convenient. Of course, like all countries in the world, there is a luxury consumption pattern of the ruling class, but after all, it is a small part of the social group and does not constitute the mainstream of social consumption culture. In the implementation process, the value scale mainly adopts a method of answering according to the importance degree of each life goal or behavior mode. Advance consumption, spending tomorrow's money, today's dreams, consumer credit, etc., which were previously thought to be Western consumption methods, have been deeply rooted in the hearts of the people. For example, thousands of years of cultural accumulation have formed China's unique value system, which can be summarized into six core values from six dimensions. It can be seen that the pressure of all aspects of the middle class in China is still very high. They both want romance, pursue taste and have to face economic shame.

## **4. Summary**

The convergence of consumer culture does not mean that the culture of the country and the nation tend to be consistent, and it does not mean that the local cultural differences disappear. The process of enterprise marketing is the process of exploring value, creating value and transferring value. Only the enterprise can understand the values of the group to which the customer belongs. To understand their needs, interests and consumption motives, and to fully explore their value, in order to provide marketable products and services. Specifically, in the industrial society, enterprises focus on creating functional value of brands, and mainly obtain consumer loyalty by continuously satisfying consumers. Therefore, the study of consumer values is the basis of marketing. The consumption patterns of the Chinese middle class are still in the formation stage and begin to form slowly. In addition, with the completion of the transaction, there will be interaction between customers and enterprises. At the same time, customer retention behavior based on "relationship exchange" will be formed. In the comparative advantage group of cultural capital, the expression of rational consumption, style and personality has begun to replace blind imitation. In a word, the study of brand worship will help to promote the theory of consumer-brand relationship to a new height. The local culture will not disappear, but will be superimposed on the basis of the local culture with a new, globally shared culture. Because consumer behavior itself is a process, the author constructs a two-channel customer shopping decision-making process model, which includes choice, channel evaluation and channel retention.

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