



Probe into the Influence of Psychology on Shopping

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Abstract. As time went on, human subjective thought came to be regarded as an important discipline known as psychology. Psychology determines most of the choices and determines the course of events. In the work, this article mainly explores the influence of psychology on shopping.

Keywords: Psychological · Thinking · Difference

1 Introduction

As a social animal at the top of the biological chain, human beings differ in their views and actions towards things for many reasons. The reasons are subjective and objective. In general, subjective thoughts are decisive [1].

The human race consists of males and females.—Women and men aren't as different as you might think: A review of dozens of studies found that men and women are basically alike when it comes to personality, thinking ability and leadership. The data suggest that the main differences between men and women do not stem from biological differences.—This is actually a social problem. In recent years, the rapid network economy driven by network sales anchors is very popular [2].

In China, there is a small group of people who can provide definitive data.—According to taobao's livestreaming sales list, Li Jiaqi's livestreaming sales reached 10.653 billion yuan yesterday, while Viya's livestreaming sales reached 8.252 billion yuan and the third-ranked Sydney's livestreaming sales reached 930 million yuan. Among them, Li Jiaqi's live broadcast data has been reported in detail, but also reached a very surprising number.—According to taobao live data, on the evening of October 20, A total of 439 products were put on the shelves of Li Jiaqi live broadcast room, and the estimated sales volume reached 36,158 million, with the unit price of 294.63 yuan [3]. The highest sales volume of a single product exceeded 1,877,700, the highest sales volume of a single product broke 100 million, and the cumulative trading volume of the live broadcast room broke 10 billion yuan [4].

However, from the fourth place in the live broadcast data ranking, and the previous data began to have a great gap. It's easy to see why by observation. The data list of the top few goods are the main direction of beauty and wear. In other words, what women use is the main source of data. From a physiological point of view, women in China

may be due to physical fitness and pregnancy reasons, the economic weight of women in the whole society is no more than men or even a little lower [5]. But the fact is that in the whole shopping festival, the consumption of women's products overwhelmingly outstrips that of men's products. Therefore, it is concluded that psychology has more influence on shopping than innate physiological differences.

First of all, men may have solved their shopping needs in daily life, and the discounts and new products at shopping festivals are not enough to persuade them to make purchases. Second, and more importantly, men pay for women's purchases. Psychologically, this may make shopping a pleasurable experience for both parties.

2 An Analysis of the Difference Between Male and Female Psychological Factors in Shopping

Psychological differences between men and women in study and life are also reflected. In general, men are more successful in science and women are more successful in writing. The conclusion can be drawn from the list of Nobel Prize winners from 1901 to 2015. Only two women have won Nobel Prizes in physics; Twelve women have won Nobel Prizes in physiology or medicine. It seems that the more abstract the field, the harder it is for women to win prizes; The more specific the woman, the more likely she is to win. But even in physiology or medicine, women outnumbered men by 16.4–1. Leave aside historical issues and sexism in particular periods. It is not difficult to see from the wide data ratio that even excluding other factors, there are differences in subjective psychology between men and women in the process of learning and research [6].

There are two possible reasons for gender differences in psychological activity in academic research. First, social expectations. People of different genders face different environments and public opinions when conducting the same academic research. Using the control variable method, for example, in the process of a male's science study and research, the expectations of classmates, colleagues and leaders are higher than those of a female in the same subject. This gives the man psychological confidence and a sense of purpose. On the contrary, women get more psychological help from outside than men in writing and researching literature. They can express their emotions with greater sensitivity than men.

Secondly, in addition to psychological help from the outside world, different genders have different objective psychology in academic research. Men tend to come up with more novel ideas during creative learning and are also more logical, so-called rational thinkers. In the process of learning, women are more likely to integrate their emotions into the learning content, which is why female literary creation is more popular.

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3.1 Family Factors

In daily life, the difference between men and women in psychological activities is even greater than in the process of learning. Use the example of marriage as the most common social problem. According to the 2015 China Happy Marriage and Family Survey

Report, the national average marriage age is 26, with men 2.3 years older than women. Interestingly, Chinese law has also changed because of this phenomenon. According to Article 6 of the Marriage Law of the People's Republic of China, the age of marriage should not be younger than 22 years for men and 20 years for women.

The psychological reason for this phenomenon is that women mature psychologically earlier than men [7]. The earlier time of social participation means that women are earlier than men in shaping their experience and psychology. In other words, women mature earlier than men before marriage, but become more involved in marriage than men because they are more emotional. That is to say, whether a woman marries a man of the same age or younger, or an older man, psychological maturity and emotional subjective psychology are conducive to the stability of both parties' marriage life. If married to an older man, the man's rational thinking ability and accumulated experience can also complement the psychological defects of family life.

3.2 Festival Factors

Now all kinds of festivals are packaged by businesses are good projects to stimulate consumption. For example, Mother's Day 2022 has just passed, and related products such as bouquets and jewelry. But psychologically, it's a complex behavior. First of all, it is undeniable that the packaging and beautification of the business does make the relevant goods appear very cost-effective in the holidays, so that people have a very strong desire to buy. For example, in the Mother's Day of 2022, Alibaba Group's activity plan is very meaningful [8].

On Mother's Day, Taobao Tmall announced a series of measures to honor mothers and women. The measures include the introduction of a family consultation service and a commitment to continue to invest in the construction of offline smart maternal and child rooms. It is understood that this year's Mother's Day, Taobao Tmall did not set the platform level of marketing activities, focusing on the service, send warmth, improve user experience.

At the same time, Taobao Tmall also announced that this year will continue to invest in the construction of intelligent maternal and child rooms, in various urban public Spaces. Samples such as diapers and wet wipes are also provided in the room, which can be collected for only 1 cent. It is expected to cover 40 cities by the end of the year, with priority given to public areas such as children's hospitals. Up to now, Tmall Mother and Baby has launched more than 400 baby rooms with merchants, serving 1 million mothers in the past year. In this way, consumers do not care about the psychological activities of Mother's Day shopping to care about, after all, see businesses are so hard to do activities, the whole holiday shopping behavior has become more meaningful [9].

Secondly, the behavior of following the trend of consumption will also be reflected here. Use Mother's Day shopping as an example. When a person's social circle is preparing a Mother's Day gift, it's common for them to wonder if they, too, need to pay for it. The last and most important point is what holidays mean to shoppers. Also use Mother's Day as an example, everyone has a mother for their own efforts. But daily life may let us ignore the feelings that have been continued since birth. For a long time, people are accustomed to maternal love, and may not express their love to their mother by heart. Mother's Day is a great opportunity for people to do something for their mothers, and

buying the right things to make their mothers happy is a great way to express their feelings. From a psychological point of view, it is also a way to thank and make up for the mother.

3.3 Concept of Money

Since it is shopping, it must use money. In the end, it's the money that counts. Money is an objective factor in theory, but it's human nature to compare value for money when shopping. At this time the objective factor money and subjective psychological activities will be closely linked. Whether the value of goods can match the money that needs to be paid has become the biggest psychological activity of consumers when they engage in jingxing shopping. Dyson is no stranger to consumers. Its hair dryer, vacuum cleaner, bladeless fan and other products were once sought after by the market with "high appearance level" and "black technology", and even became a symbol of quality life.

However, the price of Dyson's products significantly higher than similar products on the market is also an important factor affecting consumer psychology [10]. Since Dyson entered the Chinese market, it has been very popular, but the trend of declining sales in the past two years is obvious. During the Singles' Day in 2019, Dyson products topped the sales list of small home appliances on major e-commerce platforms. In particular, hair dryers and vacuum cleaners were both the most popular products [11].

During the Singles' Day in 2020, although Dyson products are still on the sales list of small home appliances on major e-commerce platforms, brands such as Corvis, Dogdog and Xiaomi catch up one after another and some sales data begin to catch up with Dyson. ZDC data shows that the attention of Dyson vacuum cleaners in The Chinese market has dropped from 34.33% in 2016 to 22% in 2019, and this figure dropped to around 14% in the first half of 2020. In addition, GFK's 2019 statistics show that Dyson's market share in the UK dropped from 45.8 to 36.4% in the past year, and in the amazon Vacuum cleaner list in the UK in 2020, Dyson has dropped out of the top 14 best-selling models. In the "Hot list of hair dryer Shops" on JD platform in September 2021, the sales volume of Dyson's brand was only 1.3 million, less than one tenth of the 14.1 million of China's local affordable brand Feike. This shows the importance of matching value and money in consumer psychological activities [12, 13].

4 Conclusion

This article mainly expounds the psychological differences of different genders in shopping, study and marriage. In human society, there are only two genders, and differences are certain. The main difference lies in those men are more inclined to rational thinking, while women are more sensitive to emotional thinking, which is a subjective psychological difference. Therefore, the objective difference represented by "social expectation" is also caused by the subjective psychological difference of different individuals.

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