Research on Advertising Strategies Based on Consumption Psychology of Young Females

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Abstract: With a great number of post-90s generations enter the society, the consumer groups gradually become younger. By analyzing the influencing factors of young females’ consumption psychology, and aiming at the four consumption psychology which are psychology of seeking differences, comparison psychology, the psychology of pursuing material benefits and conformity psychology, some suitable advertising strategies are put forward in this article to help stimulating the consumption desire of young females.

Keywords: Young Females; Consumption Psychology; Advertising Strategies

It is recognized that female are often regarded as the main force of consumption. Meanwhile, the main force of consumption is becoming younger as more and more post-90s females enter the workplace. Additionally, their income level has been continuously improving, as their independence is gradually increasing, too. Capturing the heart of various types of young female consumers and promoting the consumption have become one of the goals of dealers.

1. An overview of young female’ consumption psychology

The contemporary females advocate independence and self-respect are more than ever before. Therefore, most of them are more likely to enter the workplace, and find a decent and well-paid job. While embodying their own value, they will constantly enrich their own internal and external aspects. Just because of this phenomenon, they are more willing to invest in themselves[1].

2. Influencing factors of young females’ consumption psychology

2.1 Packaging uniqueness

In most cases, the term “visual creatures” are used to describe males. We generally accept that males pay more attention to appearance and choose to temporarily ignore the internal. And in fact, females are also “visual creatures”. Compared with males, females do not prove as bad as males, they’re worse! For example, at the shopping level, male consumers will be more purposeful, they only buy what they need. At the same time, they will not make excessive demands on the appearance of goods. Female consumers are not, they enjoy the pleasure of shopping. So they will request more rigorous.

However, female consumers are perceptual, especially the younger generation. They are easy to be influenced by vision, hearing and other sensory stimulations, then they will shop irrationally[2]. Bright colors, exquisite packaging, unique styles, good evaluations and so on can trigger the emotional response of female consumers. And then lead them...
to purchase quickly\textsuperscript{[3]}. Sometimes females are even not sure whether the product itself necessary or not. Just because they are impressed by its appearance then buy it in a hurry.

2.2 Female vanity

In a sense, comparing and showing off can be seen as manifestations of female vanity. Self-respect and competitiveness of females will make them deliberately buy some upmarket and famous products, whether the product itself necessary or not. What’s more, they will consciously pay attention to the dresses of the people around them\textsuperscript{[4,6]}, and adjust or improve their own clothing styles. The idea of unwilling to lag behind others always makes young female consumers tend to be at the forefront of fashion. They can’t help buying in the shopping arcade and online shopping.

2.3 Cost performance of goods

Young female consumers can not only be emotional, but also be rational. One of their pursuits is to spend every penny carefully. Compared with male consumers, female consumers are more patient. They are more willing to select carefully and compare the prices of goods they are going to buy. Besides, they choose the best shop to buy goods. Nowadays, with the emerging of online shopping, buying on one’s behalf and other shopping channels, giving more choices for young female consumers who have the psychology of pursuing material benefits. Meanwhile, the existence of various online and offline shopping festivals also provides a new choice for young female consumers. They can buy more cost-effective goods at a more preferential price when they shop around and compare prices patiently\textsuperscript{[6-8]}.

2.4 Herd behavior

Young female consumers sometimes have herd behavior, especially those people who with strong public awareness. They tend to impose the demands and expectations of others on themselves, and such people are more likely to follow the general public. In their eyes, following the herd will never be wrong.

People with relatively high social status, such as celebrities, are less likely to have the behavior of blindly conforming to the norm, because of their great social influence\textsuperscript{[5]}. On the contrary, what they wear and what they do will guide people who with relatively low social status. They will simulate and follow the high social status persons. Some young female consumers’ shopping reason is their favorite idols endorsing the product. Consequently, they are eager for following the idols’ steps and supporting the idols through buying the products.

3. Advertising strategies based on consumption psychology of young females

3.1 Control the psychology of seeking differences

For beautiful things, people can’t help but stop. Similarly, when young female consumers encounter products with elegant packaging or showing their own uniqueness, they will also consider whether to put them into the bag. So in terms of products, the manufacturers should think highly of the design of goods’ appearance. Considering the fashion and personalization at the same time, they can launch customized or limited edition products. When advertising, advertisers can focus on showing the design of the product itself and emphasizing through buying the product females can bring out the feel of fashion and personality\textsuperscript{[9]}. That’s all in order to better cater to the psychology of seeking differences of some young females.

3.2 Grasp the comparison psychology

Young female vanity can be seen through comparison. Not all females’ salaries are able to cover their high expenses. The purchase of some luxury goods may only be for the sake of face and display.

For these reasons, moderate guidance in advertisement is capable of arising a part of young females’ sense of belonging and increase sales. The advertising campaign will emphasize the young females whose status and capability are
in high level buying the product. Moreover, it is one of the symbols of high society to purchase the product. On the one hand, it can attract the young female consumers who own these characteristics. On the other hand, it can attract the young females who are eager for showing off among peers joining the purchase team.

3.3 Understand the psychology of pursuing material benefits

A portion of young female consumers only have average salaries, which can’t maintain the high consumption. Therefore, when they go shopping, they always budget strictly and weigh it carefully. At last, they choose the most suitable one.

For young females like this, when advertisers advertise, they can emphasize the economy and practicability of the product. Through testing the same type of products analyses the superiority of this product. It contributes to guide young female consumers with the psychology of pursuing material benefits to purchase the product.

3.4 Master the conformity psychology

Halo effect means one high score trait impression will affect the evaluator’s evaluation, raising the other traits’ evaluation\(^{10-12}\). As a result, as for conformity psychology, advertisers try to make full use of halo effect to draw the young female consumers. The brand side invites popular stars to endorse. Through a beautiful image of the star can quickly increase the impact of the company and products.

If a young female consumer is the number-one fan of the product spokesman, she through the advertisement finds out the idol is endorsing the product even use it, she will rush to the fore to follow his steps. Try her best to buy the product and recommend the product to the people around her.

4. Conclusion

With the development of society, it has been widely accepted that female status has been gradually improving and females’ thoughts are also changing. For the younger generation of female consumers, appropriate strategies to grasp their various types of psychology can be adopted. It is the ultimate goal of major businesses to let them become the loyal consumers. Only by continuous exploration can businesses establish themselves in an unassailable status.

References

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