



Research on the Influence of Consumer Purchasing Behavior on the Market Supply and Demand Relationship

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Abstract: Consumer purchasing behavior refers to all the activities and decision-making process of consumers when deciding to purchase a product or service, covering the psychological activities, information collection, evaluation and decision-making before and after the purchase. The purpose of studying consumer purchasing behavior is to understand the reactions and choices of consumers in different situations, and then to reveal the internal and external factors that affect their decisions. This is of great significance for enterprises to develop effective marketing strategies. Consumer purchasing behavior is mainly divided into three categories: planned purchase and impulse purchase, necessity purchase and non-essential purchase, single purchase and repeated purchase. Each type of behavior has different effects on enterprise marketing strategy and market supply and demand relationship in different situations.

Keywords: consumer; purchasing behavior; market supply and demand

1. Introduction

In the modern market economy, as an important part of the economic system, consumers has an important influence on the market supply and demand relationship. With the development of social economy and the improvement of people's living standards, consumers' purchasing behavior shows a trend of diversification and complexity. In order to maintain a leading position in the fierce market competition, enterprises need to have an in-depth understanding of the purchasing decision process of consumers in different situations and the motives and factors behind them. Past research shows that consumers' purchasing behavior not only affects the change of market demand, but also determines the market strategy and supply chain management of enterprises to a large extent. Therefore, it is of great practical significance to systematically study the influence of consumer purchasing behavior on the market supply and demand relationship, and to provide a theoretical basis for enterprises to formulate scientific market positioning, product innovation and price strategy.

2. Definition and classification of consumer purchasing behavior

2.1 Definition of consumer purchasing behavior

Consumer purchasing behavior refers to all the activities and decision-making processes that a consumer demonstrates when deciding to purchase a product or service. This behavior not only involves the specific purchase behavior, but also includes the consumer's psychological activities, information collection, evaluation and decision-making process before and after the purchase. The research on consumer purchasing behavior aims to understand consumers' reactions and choices in different situations, and reveal the internal and external factors affecting their decisions, so as to help enterprises to develop more effective marketing strategies.

2.2 the main categories of consumer purchasing behavior

2.2.1 Planned purchases and impulsive purchases

Planned purchase refers to the purchase decision made by consumers after detailed planning and preparation, considering multiple factors and weighing multiple choices before the purchase. This behavior usually occurs in the purchase of more expensive or more technical products, such as electronic products, cars, etc. Conversely, impulsive buying is a consumer's temporary decision to buy a product or service due to some stimulus or external factors without a detailed plan or preparation. This usually occurs in supermarket shopping, clothing purchase and other situations, when consumers are affected by discounts, advertising and other factors and make immediate purchase decisions.

2.2.2 Purchase of essentials and non-necessities

The purchase of necessities refers to the purchase of consumers to meet their basic needs, such as food, drinking water and basic clothing. Such products usually have a low price elasticity and relatively stable demand. The purchase of non-

essential goods refers to the consumption behavior that exceeds the basic life needs, such as luxury goods, entertainment services and high-end electronic products. The purchase behavior of such products is influenced by various factors such as consumers' income level, living habits and social influence[1].

2.2.3 Single purchases and repeat purchases

A single purchase refers to the behavior that a consumer buys a specific product or service within a specific time and never repeated purchases in a short time. This kind of purchase behavior is common in the durable consumer goods purchase, such as home appliances, furniture, etc. Repeated purchase refers to the behavior of consumers continuously buying the same brand or the same type of products or services, usually occurring in the areas of daily consumer goods and services, such as food, washing products and subscription services. Repeated purchase behavior not only reflects the brand loyalty of consumers, but also directly affects the inventory management and market forecast of enterprises.

3. The specific influence of consumer purchasing behavior on the market supply and demand relationship

3.1 Changes in consumer demand

3.1.1 The generation of new product demand

The primary influence of consumer purchasing behavior on the market supply and demand relationship lies in the emergence of new product demand. With the improvement of consumers' income level and the change of consumption concept, their requirements for the quality, function and experience of products are constantly improving. Companies can identify potential demand through market research and develop new products accordingly. For example, the rising demand for fitness has prompted the market to launch various kinds of intelligent fitness devices, which not only meets the health needs of consumers, but also drives the expansion of related markets. Companies need to keep paying attention to the trend of consumer demand in order to timely launch products to meet new demand.

3.1.2 The impact of the product life cycle

The different stages of the product life cycle also reflect the change of consumer purchasing behavior, which has a profound impact on the market supply and demand relationship. In the introduction period, enterprises need to guide consumers' cognition of new products through publicity and promotion, and in this stage, the demand growth is slow. After entering the growth period, with the improvement of consumer acceptance and recognition, the demand grows rapidly, and the market supply also needs to expand accordingly. In the mature period, the market demand tends to be saturated, and enterprises need to maintain the demand by enhancing the added value of products and improving the quality of services. After the mature period into the recession period, the demand drops, enterprises need to consider product improvement or exit from the market, and timely adjust the product line.

3.2 Response measures to market supply

3.2.1 Product innovation and improvement

In today's rapidly changing market environment, product innovation and improvement are the key to maintaining the enterprise competitiveness. Companies must constantly launch new products or upgrade their existing products to meet the changing needs of consumers. Product innovation is not only limited to the innovation of core technologies, but also includes design, function, user experience and other aspects. Smartphone makers, for example, lure consumers by introducing more advanced processors, higher-resolution cameras, and more durable battery life[2].

To achieve product innovation and improvement, enterprises need to establish an efficient research and development system to ensure that there are sufficient resources to invest in the development of new products. At the same time, enterprises should also establish a rapid market feedback mechanism, in order to timely understand the needs of consumers and the market performance of products. By collecting user feedback and market data, businesses can quickly adapt their product design and features to better meet consumer needs. In addition, companies should also focus on industry trends and the dynamics of competitors in order to maintain a leading position in product innovation.

3.2.2 Market positioning and segmentation

Market positioning and segmentation are important strategies for enterprises to achieve precision marketing and improve market share. Through an in-depth analysis of consumer behavior and market trends, businesses can identify different consumer groups and provide customized products and services for each group. For example, in the automotive industry, companies may segment the market into different market segments, such as luxury, economy and sports cars, based on consumers' purchasing power, lifestyle and personal preferences.

In order to effectively carry out market positioning and segmentation, enterprises first need to conduct detailed market

research to understand the needs and preferences of different consumer groups. Then, businesses need to adapt product features, pricing strategies, and marketing communications to use this information to ensure that they match the needs of the target market. For example, for consumers who pursue cost performance, enterprises can launch economical products and attract them by emphasizing the cost performance of their products.

In practice, businesses should use data analytics tools to help identify and analyze different market segments. Through big data and consumer behavior analysis, enterprises can more accurately understand the characteristics of the target market, so as to develop more accurate market positioning and marketing strategies. In addition, enterprises should establish flexible production and supply chain systems to respond quickly to changing market demand and to be able to efficiently provide products for different market segments.

3.3 Adjustment of the price mechanism

3.3.1 Price elasticity and consumer sensitivity

Price elasticity is an important indicator to measure the influence of price change on consumer demand. Understanding the price elasticity of products can help enterprises to develop reasonable pricing strategies. For example, the price elasticity of luxury goods is low, and the price changes have little impact on the demand, while the price elasticity of daily consumer goods is relatively high, and consumers are more sensitive to the price changes. Companies need to adjust their pricing strategy according to product price elasticity to achieve the balance of best profit and market share. By dynamically adjusting prices, companies can maintain flexibility in response to seasonal demand fluctuations and changes in market competition.

3.3.2 Price strategies and promotional activities

Appropriate pricing strategies and promotional activities are an important means for enterprises to cope with the market changes. Enterprises can meet the needs of different consumer groups through different pricing strategies, such as skimming pricing, penetration pricing, psychological pricing, etc. For example, skimming pricing is suitable for new products with high technical content, making high profits through high prices and gradually lowering prices to attract more consumers. Penetration pricing is suitable for new products that quickly occupy the market, and rapidly expand the market share through the low price. In addition, promotional activities such as limited time discounts, purchase and gift activities, and member discounts can effectively stimulate short-term demand and increase sales.

4. Conclusion

Through the classification and analysis of consumer purchasing behaviors, this study reveals the profound influence of these behaviors on market supply and demand. Different types of purchase behaviors, such as planned and impulse purchases, essential and non-essential purchases, single purchases and repeated purchases, determine the change of market demand to some extent. Companies need to respond to these changes through product innovation and improvement, market positioning and segmentation, and the adjustment of pricing mechanisms. By understanding and effectively using the results of the research on consumer purchasing behavior, enterprises can better meet the consumer needs, optimize the market supply, and maintain a dominant position in the fierce market competition.

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