Research on Economic Consumption Satisfaction and Its Influencing Factors

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ABSTRACT

To understand the consumption behavior of female consumers and identify the satisfaction levels and demands within the current "She Economy" market, this study focuses on female residents aged 15-65 and above in Beijing to investigate the development status of the female consumption market. Firstly, using charts such as bar graphs to illustrate the current state of "She Economy" consumption, the research finds that female consumers primarily acquire product information through online platforms and recommendations from friends and family. Key purchasing considerations are quality and brand, while loyalty to specific brands relies on consistent quality and positive word-of-mouth. Furthermore, an Importance-Performance Analysis (IPA) model was applied to analyze consumption satisfaction within the "She Economy". The results indicate that dimensions such as convenience should be maintained, aspects like expressing personal style warrant secondary attention, and product quality requires significant improvement. Additionally, an influencing factor analysis based on the Ridit test revealed that design aesthetics and functional practicality within the product service dimension were significantly more important. No significant differences in importance were found among the dimensions belonging to consumption context and emotional/social factors. Finally, based on the aforementioned results, relevant recommendations are proposed for businesses.

KEYWORDS: She Economy, Ridit Analysis, IPA Model.

1. INTRODUCTION

The "she economy" refers to the unique economic circle and phenomena formed around female consumption, financial management, and career development. With social progress and the continuous enhancement of women's economic status, the "She Economy" has grown into a core force driving domestic demand and economic growth. The scale of female consumers in China exceeds 600 million, with the market size reaching 10 trillion RMB in 2024. Its consumption categories span necessities (cosmetics, medical aesthetics, personal care), self-indulgence (beverages, pets, travel, trendy toys), and family (baby & child products, home furnishings, appliances) sectors, where women occupy a central role in consumption or decision-making. Concurrently, national and local policies (such as central government measures to boost consumption, and local efforts to create consumption scenarios and support enterprises) empower its development. Based on this, this study conducts a survey on consumption satisfaction and influencing factors in the "She Economy" through questionnaires, aiming to provide data support for policy optimization and corporate strategy adjustment.

To understand female consumers' behavior and identify core pain points (such as product homogenization, excessive marketing, etc.) and consumer improvement needs in the current "She Economy" market, we targeted female residents aged 15-65 and above in Beijing as our primary survey subjects. A combination of online and offline questionnaire collection methods was employed, primarily using online self-administered questionnaires, supplemented by offline random street intercepts. A total of 321 questionnaires were collected, with 285 valid responses, resulting in an effective response rate of 88.7%.

2. Descriptive Statistical Analysis
2.1. Reliability and Validity Testing

Reliability serves as a crucial metric for evaluating the consistency, stability, and dependability of survey results. We employed Cronbach's alpha to measure internal consistency, defined as the proportion of total variance in a scale attributable to common factors. The reliability coefficient ranges from 0 to 1. The Cronbach's alpha formula is as follows:

$$\alpha = \frac{k}{k-1}\left(1 - \frac{\sum \sigma_i^2}{\sigma_y^2}\right)$$

Where k is the total number of items in the scale, σ_i^2 is the variance of each item, and σ_y^2 is the total variance of the scale. We decomposed the scale into four sub-dimensions and tested their reliability separately. The reliability test results are shown in Table 1 at .

Table1 Item-Scale Reliability Test Table

Scale Dimension	Cronbach's Coefficient	Number of Items	Reliability Evaluation
Product/Service	0.938	4	Excellent
Consumer Scenario	0.920	3	Excellent
Emotional Social	0.922	3	Excellent
Satisfaction	0.940	3	Excellent

Cronbach's alpha ranges from 0 to 1, with higher values indicating better internal consistency. Generally, a Cronbach's alpha above 0.9 indicates excellent reliability for a test or scale. As shown in Table 1 from , all internal consistency coefficients in this survey exceed 0.9, confirming the questionnaire's high reliability.

Validity refers to the degree to which a research subject can be accurately measured. We primarily employed content validity and construct validity to assess the validity of the pre-survey data.

Table2 KMO Test and Bartlett's Test Results

Sufficiency Test	KMO Value	0.948
Bartlett's Sphericity Test	Approximate Chi-Square	7621.690
	df	253
	P	.000

As shown in Table 2 , the KMO coefficient for the questionnaire is 0.948 with a p-value of 0.000. Therefore, the questionnaire's structural design is sound and suitable for subsequent analysis.

2.2. Analysis of Current Consumption Trends in the "She Economy"
1. Channels for Product Information Discovery

84.5% 63.2% 68.4% 25.3% 10.9%

- The online platforms such as Weibo, Xiaohongshu , Taobao and JD
- Offline stores
- Recommended by friend/family
- celebrity endorsement
- Traditional advertisements (such as TV commercials, magazine ads, outdoor advertisements, etc.)
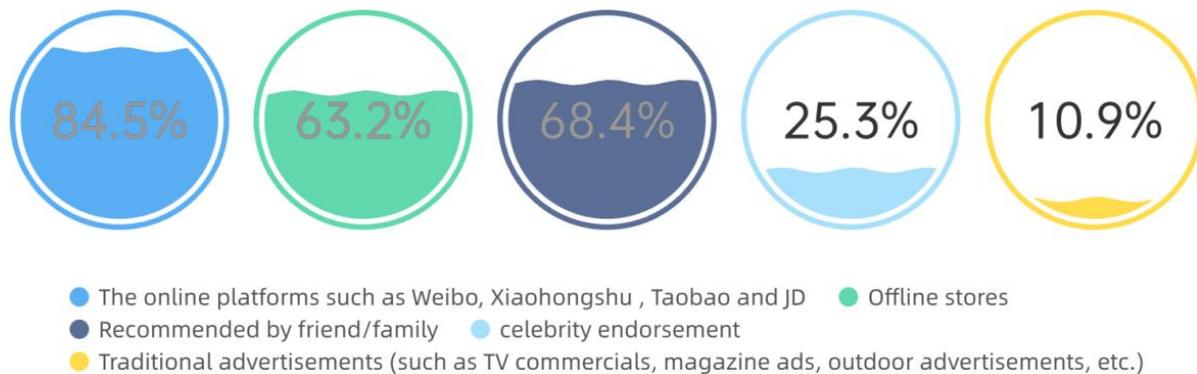
Figure1 Channels for Obtaining Product Information

As shown in and Figure 1 , the primary channels for obtaining product information include online content platforms, social media platforms (such as Weibo and Xiaohongshu), and recommendations from friends and family. Online platforms attract the largest audience, indicating that self-indulgent consumption is popular and widely disseminated across high-traffic platforms.

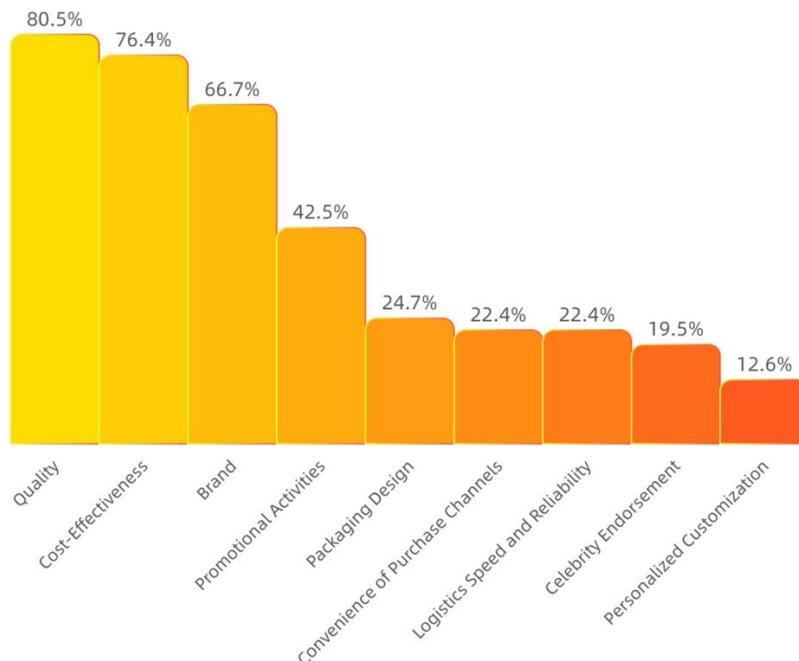## 2. Key Considerations When Purchasing Products

Figure 2 Key Considerations When Purchasing Products

As shown in and Figure 2 , different factors exhibit varying proportions: Quality accounts for 80.5%, the largest share, while personalized customization represents 12.6%, the smallest factor. Overall, consumers demonstrate rational and pragmatic purchasing behavior, prioritizing the intrinsic value of the product (quality, cost-effectiveness) and brand reputation. Marketing and experiential factors serve as supplementary influences on decision-making. Companies should prioritize enhancing product quality as their core task, rigorously controlling every production stage to ensure robust product standards. Simultaneously, while maintaining quality, they must optimize cost management, formulate more competitive pricing strategies, and improve product value for money. Furthermore, they should strengthen brand building by delivering superior products and services to elevate brand awareness and reputation, thereby better attracting consumers.
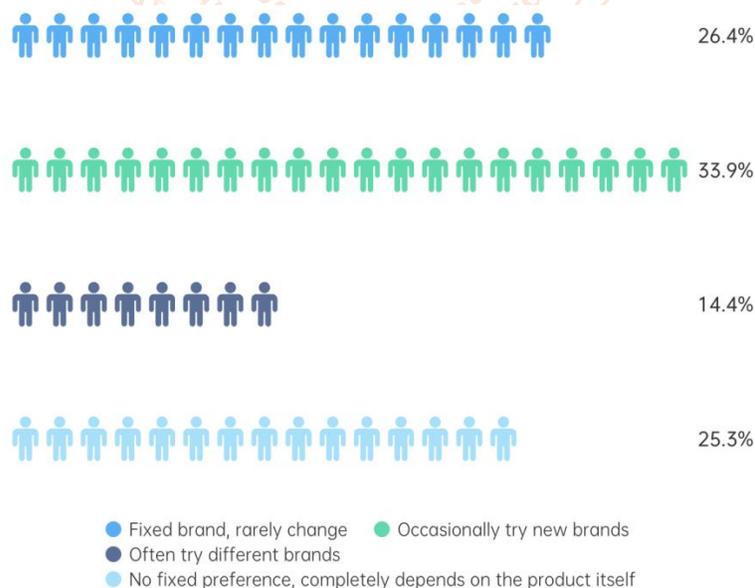
3. Brand Preference

Figure 3 Brand Preference

As shown in Figure 3, a significant proportion of consumers stick to specific brands or occasionally try new ones, while those frequently switching brands represent a smaller share. Companies can tailor marketing strategies to different consumer segments: for loyal brand users, strengthen brand loyalty; for those open to new brands, launch trial promotions and new product experiences to attract and expand customer bases.
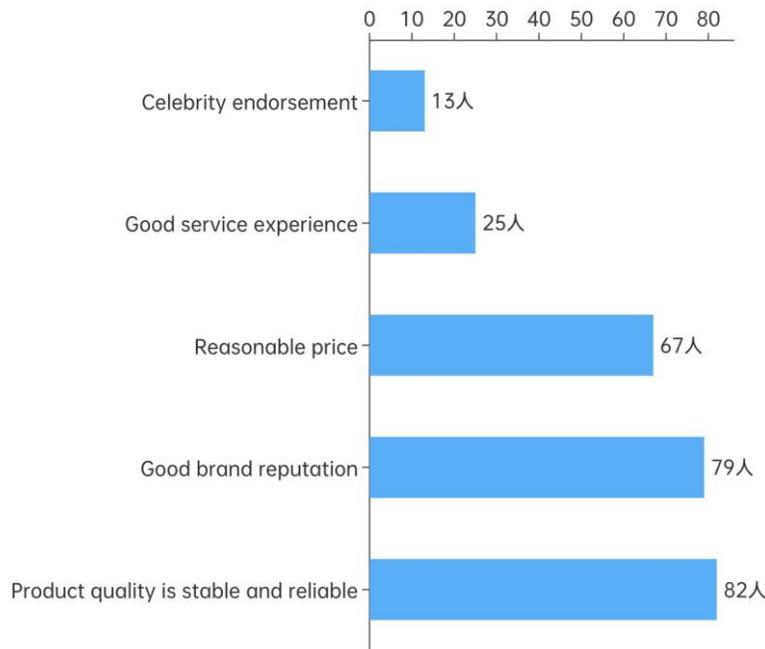
4. Reasons for Choosing a Fixed Brand

Figure 4 Reasons for Choosing a Fixed Brand

As shown in Figure 4 , stable and reliable quality and positive brand reputation are the primary factors for choosing a fixed brand. Reasonable pricing also plays a role, while good service experience and celebrity endorsements have relatively minor impacts. Companies should prioritize improving product quality and maintaining brand reputation, set reasonable prices, and moderately optimize services. Celebrity endorsements can serve as supplementary measures, focusing on selecting endorsers who align with the brand image and possess positive influence.

3. "She Economy" Consumer Satisfaction Analysis Based on the IPA Model

We employed the IPA model to conduct importance-satisfaction analysis across multiple consumption dimensions prioritized by female consumers. Results were categorized into four quadrants: "Maintain," "Prioritize Improvement," "Secondary Focus," and "Low Priority," providing a foundation for market strategy development.
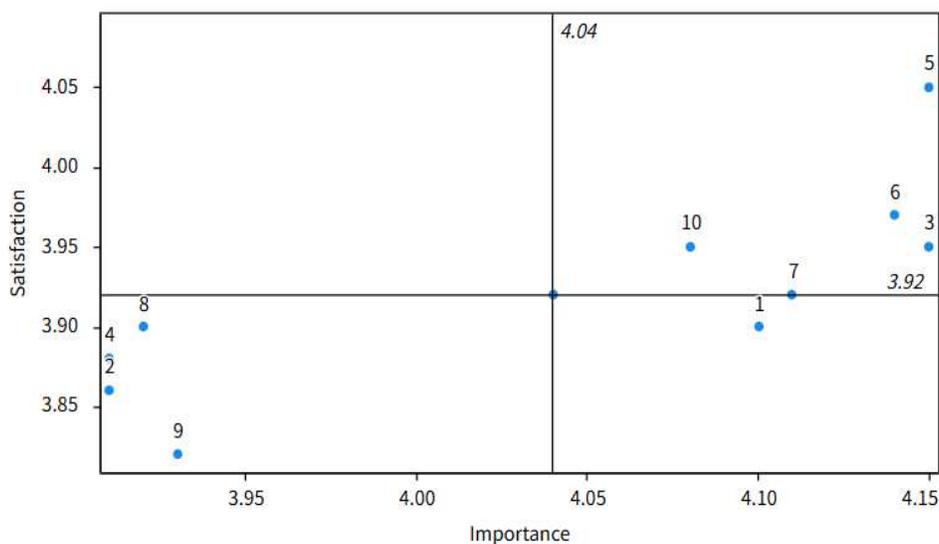
Figure 5 IPA Model Results

In Figure 5,Point 1 represents product quality; Point 2 represents design aesthetics; Point 3 represents functional utility; Point 4 represents personalization; Point 5 represents convenience (payment, logistics); Point 6 represents service professionalism; Point 7 represents after-sales service; Point 8 represents personal style expression; Point 9 represents brand value alignment; Point 10 represents shopping enjoyment.

The first quadrant represents the "Continue to Maintain" area, encompassing five dimensions including Convenience (Payment, Logistics). Among these, "Convenience (Payment, Logistics)" stands out in both importance and satisfaction, reflecting female consumers' strong demand for efficient purchasing processes—a need currently well-met by the market. Companies should continuously strengthen these advantages, such as optimizing delivery timeliness and enhancing service staff professionalism, to solidify core competitiveness.

The third quadrant represents the secondary focus area, encompassing four dimensions including personal style expression. Both importance and satisfaction for "Brand Value Alignment" are low, indicating limited current attention to brand values among female consumers and insufficient market effectiveness in conveying brand values. Brands can reduce resource allocation to these dimensions, maintaining only basic levels, and adjust strategies specifically if future consumption trends shift.

The fourth quadrant represents a low-priority area encompassing one dimension: product quality. This indicates that product quality is highly important to female consumers, yet current satisfaction levels are insufficient, making it a key area requiring market improvement. Companies must prioritize this dimension by increasing investment in product R&D, production processes, and quality control to enhance product quality. This will address the core demands of female consumers and prevent product quality issues from negatively impacting overall consumption experiences and brand reputation.

4. Analysis of "She Economy" Consumption Influencing Factors Based on Ridit Anailsis

This section utilizes the Ridit analysis method to quantify user preference scores from three aspects: product service, consumption context, and emotional/social factors. By comparing the Ridit values of each dimension, it reveals the degree of importance female consumers place on different factors.

4.1. Analysis of Influencing Factors in Product Service

Table 3 Ridit Analysis Results for Product Service

		Ridit Value	95% Confidence Interval		Chi-Square Statistic	P-value
Product Service	Product Quality	0.456	0.413	0.499	16.151	0.001
	Design Aesthetics	0.546	0.503	0.589		
	Functional Practicality	0.542	0.499	0.585		
	Personalization	0.456	0.413	0.499		

Table 3 shows that the Ridit test yields a chi-square value of 16.151 with a significance level (p-value) of 0.001, indicating significant differences in the perception of "importance" across different dimensions within product service. Among them, Design Aesthetics (Ridit value 0.546) and Functional Practicality (Ridit value 0.542) are considered more important, while Product Quality and Degree of Personalization (both with Ridit value 0.456) are relatively lower. Therefore, enterprises related to the "She Economy" can prioritize optimizing design aesthetics and functional practicality, while simultaneously consolidating product quality and supplementing personalized services to accurately match female consumers' needs and enhance market competitiveness.

4.2. Analysis of Influencing Factors in Consumption Scenarios

Table 4 Ridit Analysis Results for Consumption Scenarios

		Ridit Value	95% Confidence Interval		Chi-Square Statistic	P-value
Consumption Scenario	Convenience (Payment, Logistics)	0.512	0.469	0.555	0.6	0.741
	Service Professionalism	0.488	0.445	0.531		
	After-Sales Service	0.5	0.457	0.543		

As can be seen from Table 4, the Ridit test yields a chi-square value of 0.6 with a significance level (p-value) of 0.741 (p>0.05), indicating no significant differences in the perception of "importance" across the different consumption context dimensions. The Ridit values for Convenience (0.512), Service Professionalism (0.500), and After-Sales Service (0.488) show minor differences, further confirming that there is no clear distinction in the importance users assign to these dimensions. Therefore, enterprises in the "She Economy" sector can treat convenience, service professionalism, and after-sales service related to the consumption context as foundational guarantee dimensions, allocating resources evenly to meet the general needs of female consumers.

4.3. Analysis of Influencing Factors in Emotional and Social Dimensions
Table5 Ridit Analysis Results for Emotional and Social Factors

		Ridit Value	95% Confidence Interval		Chi-Square Statistic	P-value
Sentiment Social	Brand Value Identification	0.481	0.438	0.524		
	Show Your Style	0.482	0.439	0.525	4.46	0.108
	Shopping Pleasure	0.538	0.495	0.581		

The results in Table 5 show that the Ridit test yields a chi-square value of 4.46 with a significance level (p-value) of 0.108 (p>0.05), indicating no significant differences in the perception of "importance" across the different emotional/social dimensions. Looking at the Ridit values, Shopping Pleasure (0.538) is slightly higher than Identification with Brand Values (0.481) and Expressing Personal Style (0.482), but the difference is not statistically significant. Enterprises in the "She Economy" sector can treat the emotional/social aspects—brand values, expression of personal style, and shopping pleasure—as integral parts of the overall emotional experience dimension, making balanced arrangements to meet the emotional needs of female consumers.

5. Conclusions and Suggestions

To understand female consumer behavior and identify satisfaction levels and needs within the "she economy" market, we conducted a survey targeting permanent female residents aged 15-65 and above in Beijing, collecting questionnaires through both online and offline channels. The questionnaire results passed reliability and validity tests. Findings reveal that female consumers primarily obtain consumption information through online platforms and friends/family. Purchasing decisions prioritize quality and brand reputation, with brand loyalty driven by consistent quality and positive word-of-mouth. Based on the IPA model, continuous enhancement of convenience-related dimensions such as payment fluidity and logistics efficiency is essential, while dimensions like personal style expression require less resource allocation and can be secondary focus areas. Ridit tests indicate that design aesthetics and functional practicality are more prominent in the product/service dimension. The perceived importance of the distinct dimensions within consumption scenarios and emotional social interactions did not show significant divergence among users.

Based on the questionnaire analysis, the following recommendations are proposed for enterprises:

1. Prioritize product fundamentals by increasing investment in R&D, production processes, and quality control to enhance product quality. Simultaneously optimize design aesthetics and functional utility while managing costs to improve cost-performance ratios.

2. Optimize design and functionality while ensuring payment convenience, logistics efficiency, service professionalism, and after-sales support within consumption scenarios. For instance, enhance delivery speed through logistics partnerships and boost service staff expertise through training.

3. Tailor branding to consumer habits: For loyal customers who consistently purchase specific brands, reinforce brand recognition through superior products and service. For consumers open to occasional new experiences, attract them with product samples and introductory offers.

4. Address emotional needs by articulating brand values, designing diverse product styles, and delivering comfortable shopping experiences (e.g., optimized interfaces, premium packaging).

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