Analysis of Consumer Behavior and Computer Consumption Demand of Small Enterprises

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Abstract. Since the reform and opening up, China's economy has been greatly developed, which has resulted in the gradual increase of the consumption rate of our country's residents. With the improvement of residents' income, the consumption level and consumption scale of residents are expanding, which requires us to analyze consumer behavior. However, China's per capita GDP is still very low, which leads to different consumption levels in different economic regions compared with European and American countries. Due to the dual structure of urban and rural areas, there is a large gap in the consumption level between different regions, groups and industries in China, which has caused the analysis and research of consumer behavior in China. Then, with the popularity of e-commerce, consumer demand experience has become an important driving force to promote consumer behavior, which is an important role in the continuous development of consumers. By analyzing the characteristics of consumer behavior, we can analyze the potential demand. At present, small enterprises are still an important part of China's enterprises, which requires us to constantly analyze the consumer behavior of small enterprises. This can be achieved through consumer information and consumer demand.

Keywords: Small Business, Consumer Behavior, Consumer Demand

1. Introduction
With the development of China's economy, the level of science and technology continues to improve, which leads to changes in consumer demand. With the gradual diversification of emerging consumer goods, the consumer behavior of small enterprises is also gradually improved, which also provides practical protection for the purchase of goods [1]. With the continuous improvement of small enterprises, computer products continue to rise. With the development of Internet technology, the use of computers is increasing, which has become the pursuit of the quality of life of residents. With the increase of computer consumption demand, people have gradually changed the traditional consumption behavior [2-4]. The consumption behavior of small enterprises is similar to that of ordinary individual consumers, which are mainly engaged in individual retail, online sales, life services or small workshops. Therefore, small enterprises pay more attention to the independence of work, which leads to greater flexibility or periodicity of working hour [5-6].

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2. Related concepts

2.1. Resident consumption rate
According to Keynes' classical consumption theory, the change of residents' income will change the consumption. With the increase of residents' income, the consumption rate of town residents will show a stable trend. China's consumer market has a huge driving effect on the economy [7]. Therefore, Chinese residents have huge consumption potential. The change trend of China's resident consumption rate is shown in Figure 1.

![Figure 1. The change trend of the consumption rate of residents.](image)

2.2. Classification of small enterprises
Small enterprises are enterprises with 1-100 employees. Small businesses can usually be funded by a single person or a small number of people. Therefore, the number of employees and turnover of small enterprises are small, which are mostly directly managed by owners. As a result, small businesses are less subject to outside interference. Enterprise classification is shown in Table 1.

| Enterprise scale       | Large enterprises | medium-sized enterprise | small business |
|------------------------|-------------------|-------------------------|----------------|
| Number of people       | ≥1000             | 100-999                 | ≤100           |

3. Characteristics of modern consumer behavior

3.1. The demand of individuation is obvious
With the development of society, great changes have taken place in people's consumption concept. Consumers no longer blindly pursue the trend, which has begun to focus on fashion and taste. In the consumer purchase decision-making, people pay attention to the individual characteristics, preferences and psychological requirements of consumers. Through products, we can meet the needs of self-expression, which can express the needs of products or services. Commodity attributes have been unable to meet the growing needs of consumers. Goods should reflect the personalized emotional factors of consumers, which will affect consumers' purchase. With the decrease of consumers' dependence on brands, personalized demand is more obvious, which will tend to purchase non mass consumer goods. With the increase of Chinese consumers’ income, personalized demand is also increasing.

3.2. Experience demand upgrade
Modern consumers pursue a kind of experience behavior in the shopping process, which needs to achieve emotional resonance in the shopping process. Modern consumers will pay more attention to the whole consumption process, which will pay more attention to the product itself or service itself. In the process of consumption, we can satisfy ourselves. Consumers have to feel fulfilled, which will
increase their willingness to pay. Experience emphasizes that consumers should be able to obtain all kinds of experience enjoyment in the process of consumption. If they can't participate in the activities in person, consumers can't feel the pleasure and satisfaction of shopping. In the experience process, consumers can use a variety of senses to feel the activity process, which enhances the participation. Through consumer experience, enterprises can carry out experience marketing.

3.3. Pay attention to brand effect
Whether it is for the characteristics of the product itself, or the experience and feeling of consumers, these in the final analysis are the pursuit of the brand. Consumers will have a good impression on the brand they are familiar with, which will be more inclined to buy the brand they are familiar with. Brand includes many contents, such as quality, service, after-sales, etc. It is easy for consumers to have feelings for brands that meet their own requirements. Therefore, enterprises should use emotion to obtain more benefits. Enterprises should expand the influence of consumers on the brand, which will avoid the bad influence.

4. Analysis on the influencing factors of consumer behavior

4.1. Theoretical basis of consumer behavior
Consumer behavior is a comprehensive discipline, which involves many fields, including economics, marketing, psychology, sociology and so on. This paper analyzes the relevant theories of consumer behavior, as shown in Figure 2.

![Figure 2. Theoretical basis of consumer behavior research.](image)

4.2. Classification structure of influencing factors of consumption demand
In the development of national economy, consumption demand will be affected by many factors. From a macro perspective, consumer demand is an important part of the total social demand. From the microscopic point of view, consumption activity is the manifestation of consumer behavior. Therefore, the influencing factors of consumption demand are usually divided into macro factors and micro factors in economics. Macro classification mainly focuses on the influence of economic factors, social factors and cultural factors. The main factors include the level of economic development and the level of residents' income. Social factors mainly include economic regulation and control policy, income distribution system, social security system, consumption policy, legal environment and so on. Cultural factors mainly include social and cultural psychology, residents' consumption concept, traditional
customs and habits. Micro classification mainly focuses on the individual and behavioral factors of consumers, including age, health status, family income, preferences, cognitive ability and so on. Consumption demand depends on the consumption ability and willingness of the consumer, which will be influenced by the concept of consumption culture. Therefore, this paper divides the influencing factors of consumption demand into four aspects, namely, consumer subject, payment ability, Consumption Willingness and implementation environment, as shown in Figure 3.

Figure 3. Classification structure of influencing factors of consumption demand.

4.3. Computer consumption demand analysis of small enterprises

Through the description and behavior analysis of consumers, the computer consumption needs of small enterprises are as follows: simple structure, centralized functions, easy to use, etc. Therefore, for specific computer consumption, small business consumers are most concerned about market hot spots and cost performance, hardware and software configuration, troubleshooting, software practicability, operational compatibility, etc. Small enterprises rarely have professional full-time computer management personnel, which requires professional maintenance and technical support. The most important job of small enterprise computer is to help find new business opportunities, which will enhance the market competitiveness of enterprise products and services. Through the analysis of consumption demand, small enterprises can maintain good financial status and daily operation. At the same time, the scale and economic strength of small enterprises are limited, which requires the purchase of computers with complete functions and high cost performance. Therefore, small enterprises pay more attention to the purchase, maintenance cost and ease of use of computers, which is a competitive advantage to improve operational efficiency.

5. Conclusion

With the operation of small enterprises, computer consumption demand will pay more attention to production, resource allocation and data analysis and processing. With the modern business model, the demand for computers in small enterprises will gradually increase, which requires continuous process control and data collection. Therefore, small enterprises will bring consumer demand, which will promote the Internet application of computers.
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