

Preparation Study On Changes of Domestic Fresh Post-epidemic Consumption Behavior In Post-epidemic Era In China

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Abstract:Due to the impact of COVID-19, consumer behavior in different countries around the world has undergone certain changes. In China, the consumption of fresh products is an important part of the consumption of survival data. Under the background of the regular epidemic prevention and control in China, realizing the change trend of consumer behavior is significance for fresh products marketing.

Based on this background, this paper conducts a study on the changes in domestic consumption behavior of fresh products in the post-epidemic era by combing theoretical knowledge and empirical analysis. Firstly, the literature research method is used to define fresh products and define consumption behavior, and the research on the change of consumption behavior was carried out with the purchase mode of fresh products as the research topic. By collecting the statistical data of the channels selected by consumers to purchase fresh products since the COVID-19, this paper studies the changes of purchase mode, and analyzes the influencing factors of the changes of fresh product purchase mode in the post-epidemic era through the Theory of Reasoned Action and compensatory consumption theory, and puts forward hypotheses. Secondly, through the questionnaire survey method, questionnaires were designed for different age structures and consumer characteristics, the online and offline questionnaire collection methods are combined with psychological projection technology. Through the collation and analysis of the survey data, it is concluded that: due to the formation of consumption habits during the COVID-19 and the requirements of epidemic prevention and control, consumers choose more online platforms to buy fresh products; At the same time, the regularity of domestic epidemic prevention and control, the continuous improvement of online purchase platforms, and the improvement of consumers' acceptance of online purchase of fresh products have become the direct factors affecting the change of consumption patterns.

Finally, based on the results of this study, from two angles of offline sales and online sales for fresh product sales practitioners put forward suggestions: offline sales platform should find a new sales model follow the trend of purchase mode; online sales platforms should focus on product quality, improve platform credit and strengthen word-of-mouth marketing.

Keyword: Post-epidemic Era , Consumer Behavior , Fresh Products, purchasing pattern

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