

An Exploration of Characteristics of Women Economy: A Study Based on Difference Tests between Men and Women

Xizhen Sun

Guang Hua Cambridge International School, 2800 Chuanzhou Road, Pudong New Area, Shanghai, 201315, China

Corresponding Author: Xizhen, Sun, Email: Sxz18840936566@gmail.com

Abstract

With the rapid development of women's economic market, women's purchasing power has been increasing year by year, which makes women's consumption occupy an important position in the whole economic market. Therefore, there are a large number of literatures about women's economy. This article is not only limited to women's products, but it explores the characteristics of women's economic market from a comprehensive angle, making recommendations on how to capture the characteristics of women's consumption and managerial implications based on data.

Primary data were collected through 112 online questionnaires, with 61 pieces of data are from females and 51 from males. T-tests were performed to figure out significant differences between man and women in terms of consumption from the aspects of place, price, products, psychology, and promotion.

Out of 37 questions in total, the result of 8 question has significant differences, which 4 of the categories women scored higher than man. According to the result, women are more likely to pay for yoga products, purchasing in bad mood, enjoy the pleasure after shopping and tend to make impulsive consumption.

Some previous studies have suggested that women are more likely to engage in conspicuous consumption and women may more likely to be affected by crowd psychology, which is a bias against female buyers. It is confirmed in this article that female consumption is significantly different from male consumption only in several aspects, for example, women prefer to buy yoga products, purchasing more when they are in a bad mood and consume for pleasure, and they are more likely to make impulsive purchases.

Keywords

Womonomics, Products, Place, Price, Promotions, Psychology, Difference tests.

Introduction

Background

Womonomics

Many scholars all around the world tried to define the role women play in the world economy. "Womonomics" was brought up in the British magazine "Economist" to describe the contribution of women to economic development. Some analysts believe that women's contribution to world economic growth exceeds that of new technologies. Women's contribution to economic development comes from both the increase in income and increases of consumption. The continuous growth trend of

Citation: Xizhen Sun. (2023) An Exploration of Characteristics of Women Economy: A Study Based on Difference Tests between Men and Women. The Journal of Young Researchers 1(11): e20231113

Copyright: © 2023 Xizhen Sun. This is an open-access article distributed under the terms of the Creative Commons Attribution License (<https://creativecommons.org/licenses/by/4.0/>) which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Received on September 11, 2023; Accepted on September 19, 2023; Published on November 13, 2023

women's purchasing power seems to be a force to drive the international financial development (Shao, 2014).

In China, "Womenomics" was proposed by the famous economist, Ms. Shi Qingqi, and included by the Ministry of Education as one of the 171 new Chinese words in 2007. "Womenomics" or "She economy" refers to a unique economic circle or economic phenomenon involving women's financial management and consumption, as a result of the improvement of women's economic and social status. "She economy" is different from the traditional male-dominated economic model, especially in oriental culture. It is a special economic phenomenon with women as the main body under the new economic situation. Several tags of women economy have been proposed: emotionalization of consumption preferences, individualization, autonomy of consumption patterns, and self-realization (Ji, 2007).

The contents of female economy have been evolving. In the context of rapid development of the Internet, "she economy" is endowed with more new possibilities and the female consumption consciousness is gradually increasing. The women consumption is not only limited to traditional feminine care products, such as daily necessities, makeup, clothing, but the products of other industries that are gradually being consumed by female with an upward tendency, such as, tourism, catering, FMCG (fast moving consumer goods), pets, and even cars, real estate, and other enterprises begin to pay more and more attention to female consumer (Jiao, 2022). Those brands and industries promote sales of their products via the perspective of experience, values and emotions. Behind this, it is not only necessary to keep pace with the hot news of "she economy", but also to have a deep understanding of the connotation of "she economy", being able to grasp the brand concept and identify the segmentation group. It also requires accurately promoting of products and knowing how to make good use of the emerging communication channels such as short video and live broadcast, so as to have the

opportunity to improve the brand image on the basis of promoting sales (Jiao, 2022).

Female economy has great market value in China's context. Firstly, in China's population structure, females always occupy a large proportion. According to the data of the National Bureau of Statistics in 2019, the female population aged 15-60 years old in China is 480 million, accounting for 33% of the total population, among which the female population aged 25-45 years old accounts for 16% of the total population, which is a large group with strong consumption demand (Wang, 2022). The huge population size of about 400 million creates a consumer market of trillions of yuan, which is close to the sum of the retail markets of Germany, France and Britain in Europe (Shi, 2019). In 2022, FAST released a report that the overall scale of China's female market has reached 10 trillion yuan (Zhu & Chen, 2022). Secondly, Chinese women are constantly improving their economic strength. According to the Survey Report on the Quality of Life of Chinese Urban Women in 2018 and the Questionnaire on the Quality of Life of Chinese Women in 2019, the proportion of urban women in employment in China is close to 70% and the personal income of women has accounted for more than 30% of the total household income (Wang, 2022). Statistics show that more than 95 percent of urban women have their own income and more than half of them own their own homes. This shows that in recent years of economic development and educational progress, Chinese women have gained more and more economic discourse power and solid foundation for material consumption. Female consumers have more independence and autonomy in consumption choices, allowing them to make consumption decisions according to their own circumstances and preferences. Thirdly, China has been a country attaching importance to family since ancient times and family is an important unit of social formation. Due to the comprehensive influence of historical inheritance and traditional culture, women are often the main decision-makers and implementors of family consumption in today's China. In most Chinese families, the mother or

wife controls most of the spending in family life. For example, daily shopping, children's education, home purchase, family travel, etc. (Shi, 2019).

E-commerce and women

The categories of women's consumption in China have been continuously enriched, and the consumption volume has continued to increase through the data from multiple e-commerce platforms such as JD.com and Taobao, and there is still a large room for growth. Through the data collation of Alibaba's e-commerce platforms, scholars found that the consumption level of women is significantly higher than that of men, and in terms of the proportion of male and female consumption, female consumption accounted for more than 60% in 2014. In e-commerce consumption, women are the more active parts with more purchase times and purchase amount (He, Zhao, Pan, Hua, & Jiang, 2021). Online purchases are frequent for women, and research shows that women make an average of 7.2 purchases per month, and about 6% of women make purchases every day (Ma, 2021).

Research objectives

This study aims to provide theoretical evidence and practical suggestions for companies in the era of female economy so that they can provide better products and services to women to satisfy their needs and wants. This project is not confined with traditional female products like cosmetics, infant products. This project aims to explore the differences in any industry that can make a difference for women. By using the research and primary data, the results can give suggestion for companies in promoting women economy.

Previous studies, especially Chinese studies lack statistical foundations in identifying characteristics of female consumption, and many bias have existed in the literature. This study contributes to the Chinese contextual studies of women economy.

Literature Review

Female economy has transformed from focusing on female products to nearly every industry. This chapter would reveal the characteristics of

female economy from products, place, price, promotions, and psychology:

Products

When purchasing a product, women may consider multiple factors such as beauty, practicality, portability and so on. Products with different characteristics may attract different women to consume.

Traditional fashion has become the trend: The love for traditional fashion is a combination of traditions and fashionable trends. As for the definition of "GuoChao" (Chinese for traditional fashion), the culture of traditional fashion, the Survey report of the culture of traditional fashion released by the Institute of Cultural Creation and Development of Tsinghua University points out that before 2018, "GuoChao" refers to fashion brands established by local Chinese designers, namely, specific brands in a narrow sense, which are representative of minority culture with distinctive characteristics. After entering the first year of culture of traditional fashion (2018), it generally refers to some specific consumption concepts in a broad sense, that is, the popularity of domestic products and products with Chinese characteristics. In New York fall and winter fashion week, Li Ning (a famous Chinese sports brand) for the first time applied the style of 90s era to sports apparel. Then, on the Paris fashion week, by using "ubiquitous" Chinese characters as the theme, the company turned the traditional domestic sports brand into the international popular logo and opened the prelude of retro culture of traditional fashion trend, becoming the leader of the culture of traditional fashion. Nowadays, "national fashion" elements are more and more popular and the developing tendency in the cultural and consumer fields is also more and more obvious. From the survey, it can be found that the culture of traditional fashion has a development trend from the original cosmetics, clothing field to medicine, cultural innovation, Han Dynasty Chinese Clothing, food and other subdivisions. Time-honored brands have gained brand revitalization through "culture of traditional fashion". While new "culture of traditional fashion" brands has also created their

own way of promoting traditional culture (Zhu & Chen, 2022).

Healthy life has become an indispensable trend for consumption for young generations, especially for young women. There is an interesting trend described as "soak wolfberry in a thermos cup" that can show young people's sense of health preservation. The popularity of nine-valent HPV vaccine reservation and multiple physical examination package reservation services on has increased year-on-year, and the health awareness of "post-90s" female consumers has been significantly enhanced (Li, 2022).

Many female customers may also purchase some sports products according to their living environment and hobby. Some outdoor sports equipment, fitness equipment become a growing trend. Unlike some northern consumers who are enthusiastic about snowboarding, most southern girls are limited by geographical conditions and can't enjoy skiing. After buying yoga MATS and elastic bands, many women have shared that they want to lose the fat gain in winter quickly by working out at home. Reasonably, regular exercise can also make the body healthier, killing two birds with one stone. When March comes, cherry blossoms bloom, many women rush to enjoy the flowers and get ready for their spring outings. Outdoor folding chairs, camping tents and hiking bags have become the three most popular outings. When considering the attributes of outdoor products, more than 85% of female consumers have the following criteria: the first measure of its safety, and the characteristics of light weight and easy to carry Satisfactory outdoor products will increase the chance of women to take their families to start a trip (Li, 2022).

Women become more and more interested in some aerobics and outdoor exercise classes. The growth of women's health consumption industry mainly includes the following 8 points: maternity rehabilitation, body management, family fitness products, weight loss and body clearing, stress management, parent-child health, anti-aging

repair, and Pilates and yoga, which are more suitable for women (Wang, 2022).

The majority of female consumers had bought kitchen small home appliances more or less. The survey results showed that 93.1% of the surveyed female consumers had bought small kitchen appliances, among which the female consumers who bought health pots were the most, accounting for 61.21%. This was followed by portable juice cups, air fryers and multi-purpose cooking pots, accounting for 44.83%, 43.1% and 40.52%, respectively. In addition, egg steamer, yogurt machine, electric lunch box, sandwich machine and other small kitchen appliances are also favored by many female consumers (Li, 2021).

Generally speaking, women have a higher requirement for travelling product. For the first reason, in China, women, especially professional women living under higher pressure comparing to male in life, playing the role of office workers, housewives, etc. Their spirit and psychological state are prone to high stress and burnout, which need travelling to temporarily escape from reality, loosen body and mind and relieve pressure. What's more, in more and more broad space for social development, women make enormous contribution for the society at the same time, gradually to get social recognition, respect. Thus, women feel their own social value and the ability, at the meanwhile, producing a sense of self-respect, self-improvement, self-actualization needs. Women start to satisfying the needs of themselves, paying close attention to the ascension of self-image and improving their own quality. Spending on self-realization and self-development such as leisure travel is also increasing (Zheng, & Fan, 2007).

Place

Female consumption channels can be roughly divided into two categories, offline consumption and online purchase.

Women occupy a large portion of online shopping. The study shows that the average number of women shopping is 7.2 times per month, and about 6% of women have shopping behaviors every day, with high frequency of

online shopping. In “She economy”, women consume a wide range of objects, such as video entertainment, women’s health, skin care and maintenance, maternal and infant products, which are all the main contents of women’s consumption on e-commerce platforms. Online shopping has become the main way of women’s shopping (Ma, 2021).

As for the women like offline shopping, they are more likely to enjoy the shopping process. Shopping is a beautiful psychological experience for women, providing psychological satisfaction by appreciating goods and chatting with friends, which is the reason for window shopping (Jun, 2008).

Price

The price of a product is often one of the important factors influencing the purchase. Some women are concerned about the cost performance of products. According to the consumption data of Taobao (Chinese version of Amazon) during the holiday promotions, the majority of online shoppers during that period were women. This is because women always pay more attention to the cost performance when the selection of goods. (Zhao, 2008)

Moreover, majority of women often pursue a high level of material consumption or spiritual satisfaction to achieve a high quality of life. The high quality, scarcity and culture of luxury goods satisfy the material and psychological needs of female consumers. (Cai, 2019)

Promotion

Marketing strategy is very important in increasing consumption, and a good marketing method can bring huge benefits. In previous studies, women are said to be affected by the following promotions:

1) Advertising, as the most traditional form of marketing, continues to be used to attract women. By broadcasting advertising words, pasting advertising posters on the roadside or carrying out advertising placement in TV programs, the popularity of products can be well improved so as to increase sales (Yang, 2000)

2) Celebrity endorsement has gradually become a popular way of marketing. By finding stars with more fans to endorse their products, the company can expand product popularity and demand.

3) Moreover, some new marketing methods such as using caring women as the theme of promotion are gradually appearing in the current consumer market. This marketing technique use the hot topic of reduce the housework burden on women to make the advertising slogan. Therefore, the products can gain more attention for the people who agree with this kind of statement and increase the sales of products. (Yang, 2022)

4) The promotion which uses the theme of beauty tends to attract more women to purchase for products, so that this method is also the most common one. For instance, some beauty related words are used in product naming and beautiful young women or stars are used as product spokespersons in advertisements to achieve marketing purposes. (Yang, 2000)

Psychology

Female consumer psychology can vary such as consuming for self-improvement and the consumption in order to achieve a certain mood (happiness).

1) First of all, women are more likely to purchasing for self-enhancement in recent decades. According to the 2020 Analysis Report on Women's consumption Characteristics, women have shifted from focusing on appearance to focusing on both internal and external improvement and improving themselves from the inside out. Women's interest in re-education increased by 76 percent, showing a further increase in women's awareness of self-improvement. In terms of fitness, they also shifted from the previous goal of weight loss to healthy weight loss. (Zhu & Chen, 2022)

2) Also, when women consume products, they may feel happier or stay in a better mood. As stated in (Zhu & Chen, 2022), women are more susceptible to emotions when shopping. On the one hand, the requirements for women in modern

society make them under great pressure and they might feel anxious and depressed, so that many people will use consumption to resolve their anxiety. Similarly, when they feel happy, shopping is a way to express happiness. On the other hand, women buy flowers and luxury goods to please themselves, which makes women's attention to luxury goods increase by 45 percent in recent years. (Zhu & Chen, 2022)

3) According to research (Dai, 2011), women may also involve emotional consumption, which refer to impulse spending. It is a kind of efficient way to relieve a bad emotional state for women. Humans have emotions before they get to know the products, and before the rational analysis. The further awakening of female self-consciousness brings the change of consumer psychology, they pay more and more attention to the emotional function of products. With the improvement of life quality, they pay more attention to emotional satisfaction and pleasure as well as product quality and practicality. In 2001, Horizon Research Company conducted a series of Studies on the Consumption of Urban Young Women aged between 18 and 35 in Beijing, Shanghai and Guangzhou, which investigated women's irrational consumption behavior from the aspects of women's values and consumption concept. The survey showed that 46.1 percent of women make emotional purchases when they are in a bad mood or feel happy.

4) Personalized products may arouse women's desire to consume. Due to the improvement of social and economic status, modern women are no longer satisfied with the immutable life and they might get bored by the sameness of their images. They began to seek out products and services that distinguish them from others. In the early stage of China's economic revolution, in the 1980s, China experienced two upgrading of consumption structure, namely the "revolution of food and clothing consumption" in the early 1980s and the "revolution of household appliances consumption" in the mid-to-late 1980s. At present, China's consumption sector is undergoing a new consumption structure upgrade, known as the "housing and

transportation consumption revolution". For urban women, consumption is no longer simply to maintain food and clothing, but to improve and reflect the quality of life of an important symbol. According to the 2007 survey on Urban women's consumption, tourism consumption has been the annual hot spot of urban women's personal consumption for three consecutive years. Nearly 70 percent of the respondents (69.5 %) bought various tourism products in 2007. (Dai, 2011)

5) The psychology behind consumption may involve crowd psychology according to the research (Ma, 2021). Influenced by the society and surrounding environment, some women will imitate the consumption trends, follow consumption and other bandwagon behaviors after any commodity becomes popular. The emergence of "Internet celebrity products" and "Taobao (Chinese version of Amazon) popular products" in the e-commerce platform is precisely the use of women's herd behavior to improve the sales of goods on the e-commerce platform.

6) Conspicuous psychology may also lead to female consumption which is reported by articles (Ma, 2021). In the process of shopping and consumption, some customers might be in the mood of keeping up with the joneses, so they will acquire a sense of superiority by purchasing brand goods and high-end clothes on the e-commerce platform, so as to satisfy themselves. In the operation of the e-commerce platform, marketing strategies such as the same style of stars, private customization, limited sales and seasonal clothing are all to meet the consumption behaviors of women to show off. (Ma, 2021)

7) Impulse consumption is also one of the main elements of female consumer psychology, which is mentioned in papers (He, Zhao, Pan, Hua & Jiang, 2021). Under the influence and stimulation of emotions, there will be "impulsive shopping" psychology, and consumption as a way of self-venting. In addition, unplanned consumption after product promotion, product combination sales, or attracted by product

packaging also belongs to impulse consumption (He, Zhao, Pan, Hua & Jiang, 2021).

Research design and Method (quantitative)

Quantitative research method in business studies

Quantitative research methods are defined as the collection and analysis of structured and numerical data. To proceed with statistical analysis, accurate and reliable measurements are essential (Goertzen, 2017).

Quantitative research method is adopted in this study because it can be obtained by several close question from the questionnaires, which can be easily designed and operated. Using this research method is a strength for the study as quantitative data is easy to collect and statistically analyze, drawing the average. By comparing the figure, the conclusion can be drawn easily. Moreover, the questions used to obtain quantitative are standardized and other researchers can replicate the study to test for reliability. (Goertzen, 2017)

Primary data collection method

The primary data is defined as the first-handed information which are unpublished and not changed by anyone else (Taherdoost, 2021). The primary data is selected due to the following advantages. The primary source has higher reliability and validity with more accurate results obtained from it. Comparing to the secondary data, the primary source is more persuasive. Whereas, the procedure for collecting primary data may be complicated, which need to consider the collection method, design questionnaires and find the sample (Taherdoost, 2021).

Various method exist to collect primary data. It can be gained from internet, such as online questionnaires and experiment. A soaring number of individuals start to employed this kind of tools for designing research (Taherdoost, 2021).

Online questionnaires

One of the most popular tools is the online questionnaire, which is a suitable and fast way for obtaining data since its sample size is large and the results can generalize wider population in society due to the popularity of internet. In addition, online questionnaires can be completed

without the limitation of time and location. As for the extraneous variables, such as demand-characteristic, those issue can be solved easily as the questionnaires can be anonymous and participants are more likely to expose their true thoughts and behaviors. (Van, & Jankowski, 2006).

Data analysis techniques

T-tests are one of the most widely utilized statistical techniques in business research articles. T-tests are not inappropriate to compare the means across various groups (more than three). The one-sample t-test is specifically used to compare the average value of one group to a single value (such as the known population mean). The two-sample t-test is used to assess if there is a statistically significant difference between the means of two groups (Park, 2009). The independent t-test is an inferential statistical test that evaluates whether the means of two unrelated groups differ statistically significantly from one another. To ascertain if the mean difference between two sets of observations is zero, statisticians employ the paired sample t-test, also known as the dependent sample t-test. Each subject or thing is measured twice, yielding pairs of observations, in a paired sample t-test. (Liang, Fu, & Wang, 2019)

Discussion

SPSS 23 is used to perform t-tests for male and female customers to see if there any significant between their perceptions and attitudes in products, place, price, promotions, and psychology. The overall results are displayed in the following chart:

Independent Samples Test

	Leve	
	ne's	
	Test	
	for	
	Equal	
	ity of	t-test for Equality of Means

	Variances		95% Confidence Interval of the Difference					
	F	Sig.	df	Mean	Std. Error	Lower	Upper	
VA Eq								
R0 ual								
00 va								
02 ria	.0	.8	4	.11	.29	.20	-.10	
nc	1	9	2	0	5	38	59	
es	8	3	7	6	0	3	30	
ass								
u								
me								
d								
Eq								
ual		1.	10					
va		4	9.	.1	.29	.20	-.19	
ria		4	39	5	38	39	10	
nc		0	3	3	0	7	45	
es								

no								
t								
ass								
u								
me								
d								
VA Eq								
R0 ual								
00 va								
03 ria	.9	.3	0	.11	.7	.06	.22	-.31
nc	5	3	3	0	6	81	47	77
es	9	0	3	0	2	5	2	20
ass								
u								
me								
d								
Eq								
ual								
va								
ria								
nc								
es		.3	10		.7	.06	.22	-.31
no		0	0.		6	81	74	83
t		0	11		5	5	8	16
ass			4					
u								
me								
d								

VA Eq									
R0 ua									
00 l									
04 va	1	-							-.0
ria	.	2.	11	.0	-.4	.21	-.8		0
nc	3	1	3	63	73	94			3
es	0	3	0	5	52	0	16		2
as	7	2							8
su	4	3							7
m									
ed									
Eq									
ual									
va									
ria									
nc			10						-.0
es		2.	3.	.0	-.4	.21	-.8		3
no		1	97	3	63	84	96		0
t		2	6	6	52	9	79		2
ass		1							4
u									
me									
d									
VA Eq									
R0 ual									.7
00 va	.	.	1.						4
05 ria	5	4	4	11	.1	.31	.21	-.1	1
nc	6	5	5	0	4	40	56	13	3
es	6	3	7		8	5	1	24	3
ass									3

u									
me									
d									
Eq									
ual									
va									
ria									
nc									.7
es		1.	10						4
no		4	4.	.1	.31	.21	-.1		3
t		4	11	5	40	67	15		8
ass		9	0	0	5	3	72		2
u									
me									
d									
VA Eq									
R0 ua									
00 l									
06 va	2	.	2.						.9
ria	.	1	6	11	.0	.56	.21	.1	9
nc	1	4	3	0	1	89	56	41	6
es	7	3	8		0	5	7	55	3
as	1								5
su									
m									
ed									
Eq									
ual									
va									
ria									
nc									
es									
ass									

nc									8
es									6
no									
t									
ass									
u									
me									
d									
VA Eq									
R0 ua									
00 l									
07 va									.9
ria	.4	.5	2.3	11	.0	.51	.21	.0	4
nc	2	1	7	0	1	23	58	84	0
es	6	5	4		9	8	7	57	1
as									8
su									
m									
ed									
Eq									
ual									
va									
ria			2.	10					.9
nc			3	9.	.0	.51	.21	.0	3
es			9	17	1	23	40	88	6
no			4	8	8	8	6	13	6
t									2
ass									
u									

me									
d									
VA Eq									
R0 ua									
00 l									
08 va									.8
ria	.6	.4	2.0	11	.0	.43	.20	.0	5
nc	7	1	8	0	4	68	99	20	2
es	9	2	1		0	4	0	86	8
as									1
su									
m									
ed									
Eq									
ual									
va									
ria									.8
nc					2.				6
es					0	.97	.0	.43	.21
no					4	.7	4	68	32
t					8	38	3	4	7
ass									59
u									0
me									8
d									
VA Eq	1								
R0 ua									
00 va									
09 ria									
nc	1								
		.2	3	11	.6	-.0	.23	-.5	6
	4	3	8	0	9	89	07	46	7
	3	4	9		8	68	6	98	6
									2

es									
ass									
u									
me									
d									
Eq									
ual									
va									
ria									
nc									.3
es									
no									
t									
ass									
u									
me									
d									
VA Eq									
R0 ual									
00 va									
10 ria									
nc									
es									
ass									
u									
me									
d									
Eq									
ual									
va									

ria									
nc									
es									
no									
t									
ass									
u									
me									
d									
VA Eq									
R0 ual									
00 va									
11 ria									
nc									
es									
ass									
u									
me									
d									
Eq									
ual									
va									
ria									
nc									
es									
no									
t									
ass									
u									

me									
d									
VA Eq									
R0 ual									
00 va									.6
12 ria	.	.	.8		.4	.19	.23	-.2	5
nc	0	9	1	11	1	12	48	74	6
es	0	4	4	0	7	6	7	19	7
ass	4	8							1
u									
me									
d									
Eq									
ual									
va									
ria									
nc				10					.6
es			.8	6.	.4	.19	.23	-.2	5
no			1	18	1	12	50	74	7
t			4	6	8	6	5	74	2
ass									6
u									
me									
d									
VA Eq									
R0 ual									
00 va									
14 ria	.	.	-.						.3
nc	2	6	6	11				.5	-.1
es	0	5	5	0				1	57
ass	2	4	8					2	18
u									0
me									42
d									0
Eq									
ual									
va									
ria									
nc					.5	-.1	.24	-.6	1
es	3	5	5	11	5	46	73	37	3
no	6	4	9	0	4	90	2	03	2
t	1	9	4						3
ass									
u									
me									
d									

ass									
u									
me									
d									
Eq									
ual									
va									
ria									.3
nc								-.10	
es								5	8.
no								9	78
t								8	6
ass									
u									
me									
d									
VA Eq									
R0 ual									
00 va									
14 ria	.	.	-.						.3
nc	2	6	6	11				.5	-.1
es	0	5	5	0				1	57
ass	2	4	8					2	18
u									0
me									42
d									0
Eq									
ual									
va									
ria									
nc									
es									
no									
t									
ass									
u									
me									
d									
Eq									
ual									
va									
ria									
nc									
es									
no									
t									
ass									
u									
me									
d									

nc								9
es								6
no								
t								
ass								
u								
me								
d								
VA Eq								
R0 ual								
00 va	1							.3
15 ria	.	-. .		.6	-.1	.23	-.5	4
nc	2	5	11	1	16	12	74	2
es	2	0	0	7	04	6	33	2
ass	8	2						5
u	9							
me								
d								
Eq								
ual								
va								
ria								.3
nc		-. 10		.6	-.1	.22	-.5	3
es		5 9.		1 16	91	70		8
no		0 31		4 04	6	21		1
t		6 2						3
ass								
u								
me								
d								

VA Eq								
R0 ual								
00 va	1							.5
16 ria	.			.5	.11	.22	-.3	5
nc	2			4	11	9	92	09
es	5			1	0	0	5	5
ass	7			3				62
u	2							1
me								3
d								
Eq								
ual								
va								
ria								.5
nc					10			
es					.5	.11	.21	-.3
no					4 9.	8 92	82	13
t					6 78	6 5	8	33
ass					2			8
u								4
me								
d								
VA Eq								
R0 ual								
00 va	.			-				.1
17 ria	7	3		1.		.2	-.2	.21
nc	2	9		2	11	0	67	02
es	8	5		7	0	6	76	5
ass				4				43
u								9
me								1
d								

me									
d									
Eq									
ual									
va									
ria									
nc									.1
es	1.	10		.1	-.2	.20	-.6		4
no	2	9.		9	67	73	78		3
t	9	91		9	76	9	76		2
ass	1	9							4
u									
me									
d									
VA Eq									
R0 ual									
00 va									
18 ria	.	.							.0
nc	1	6		.0	-.4	.21	-.8		0
es	7	7	11	5	14	34	37		9
ass	3	8	0	5	01	7	07		0
u									4
me									
d									
Eq									
ual									.0
va									
ria									
nc									
es									
no									
t									
ass									
u									
me									
d									

no									
t									
ass									
u									
me									
d									
VA Eq									
R0 ual									
00 va									
19 ria	1			1.					.7
nc	.			2	7	11		.0	.35
es	1	2		7	4	0		8	51
ass	9	7		4	0			4	9
u	1	8		6					1
me									
d									
Eq									
ual									
va									
ria									
nc									.7
es								1.	10
no								7	9.
t								7	96
ass								7	1
u								8	9
me								9	3
d									

VA Eq									
R0 ual									
00 va	1								.6
20 ria	. .	1.							
nc	2	2	11		.2	.24	.19	-.1	3
es	4	2	0		2	33	79	49	5
ass	0	2	0		2	3	9	04	7
u	7	8	9						0
me									
d									
Eq									
ual									
va									
ria									
nc		1.	10						.6
es		2	9.		.2	.24	.19	-.1	3
no		4	76		1	33	56	44	1
t		4	1		6	3	3	37	0
ass									3
u									
me									
d									
VA Eq									
R0 ua									.8
00 l	. .	2.							3
21 va	8	3	0	11	.0	.42	.20	.0	4
ria	1	6	7	0	4	65	60	18	4
nc	9	7	0		1	5	5	21	8
es									9
as									

su									
m									
ed									
Eq									
ual									
va									
ria									.8
nc					2.	10			3
es					0	9.	.0	.42	.20
no					8	31	3	65	41
t					9	5	9	5	8
ass									89
u									2
me									1
d									
VA Eq									
R0 ual									
00 va									.4
22 ria	. .								3
nc	2	6			.2	11	.8	.04	.19
es	1	4			2	0	2	46	59
ass	1	7			8		0	8	9
u									72
me									0
d									8
Eq									
ual									.4
va					.2	10	.8	.04	.19
ria					2	4.	2	46	67
nc					7	71	1	8	7
						5			49
									8
									5

es									
no									
t									
ass									
u									
me									
d									
VA Eq									
R0 ual									
00 va									.5
23 ria	.	.	.9	.3	.17	.19	-.2	6	
nc	0	9	2	11	5	93	38	04	3
es	0	6	5	0	7	6	2	75	4
ass	2	6							8
u									
me									
d									
Eq									
ual									
va									
ria									
nc			10						.5
es		.9	9.	.3	.17	.19	-.2	6	
no		3	27	5	93	21	01	0	
t		4	6	3	6	0	36	0	
ass									9
u									
me									
d									

VA Eq									
R0 ual									
00 va									.5
24 ria	.	.	.2	.7	.06	.22	-.3	1	
nc	1	7	9	11	7	62	58	81	3
es	5	0	3	0	0	2	4	35	7
ass	0	0							8
u									
me									
d									
Eq									
ual									
va									
ria									
nc			10						.5
es		.2	8.	.7	.06	.22	-.3	1	
no		9	47	6	62	45	78	1	
t		5	9	9	2	8	91	3	
ass									4
u									
me									
d									
VA Eq									
R0 ual									
00 va	1	.	1.						.6
25 ria	.	1	0	11	.3	.22	.22	-.2	8
nc	6	9	0	0	1	95	79	22	1
es	8	7	7		6	1	7	27	2
ass	6								8
u									

me									
d									
Eq									
ual									
va									
ria									.6
nc		1.	10						7
es		0	9.	.3	.22	.22	-.2		6
no		1	73	1	95	53	16		0
t		9	5	1	1	0	99		0
ass									
u									
me									
d									
VA Eq									
R0 ual									
00 va									
26 ria	.	.							.4
nc	2	6	.2	.7	.05	.21	-.3		9
es	1	4	11	9	68	88	76		0
ass	6	3	0	5	9	9	90		6
u									9
me									
d									
Eq									
ual									.4
va									
ria									
nc									
es									
no									
t									
ass									
u									
me									
d									
Eq									
ual									
va									
ria									
nc									
es									

no									
t									
ass									
u									
me									
d									
VA Eq									
R0 ual									
00 va									
27 ria	.	.							.1
nc	4	4	1.	11	.3	-.2	.20	-.6	9
es	6	9	0	0	0	11	40	16	2
ass	1	8	3	0	1	83	1	14	4
u									8
me									
d									
Eq									
ual									
va									
ria									
nc									.1
es									9
no									4
t									0
ass									5
u									
me									
d									

VA Eq									
R0 ual									
00 va									.0
28 ria	.	.	-						
nc	8	3	1.	11	.0	-.4	.23	-.9	1
es	5	5	9	0	5	59	85	32	3
ass	0	9	2	7	66	1	32	0	0
u			7						0
me									
d									
Eq									
ual									
va									
ria									
nc			-						.0
es			1.	10	.0	-.4	.23	-.9	0
no			9	8.	5	59	67	28	9
t			4	92	5	66	6	92	6
ass			1	7					0
u									
me									
d									
VA Eq									
R0 ual									
00 va									
29 ria	.	.	-						
nc	1		1.	11	.2	-.2	.22	-.7	.1
es	2	2	1	0	4	60	41	04	3
ass	6	6	6	7	69	6	92	5	5
u	0	4	3						

me									
d									
Eq									
ual									
va									
ria									
nc			-						.1
es			1.	10	.2	-.2	.22	-.6	7
no			1	9.	4	60	12	99	7
t			7	88	1	69	1	09	7
ass			8	3					1
u									
me									
d									
VA Eq									
R0 ual									
00 va									
30 ria	.	.	-.						.2
nc	4	4	8	11	.3	-.1	.21	-.6	3
es	6	9	8	0	7	93	80	25	8
ass	6	6	8		7	51	0	54	5
u									2
me									
d									
Eq									
ual									
va									
ria									
nc			-.	10	.3	-.1	.21	-.6	.2
es			8	7.	7	93	71	23	3
ass			9	92	5	51	8	99	6
u			1	1					9
me									8
d									

no									
t									
ass									
u									
me									
d									
VA Eq									
R0 ual									
00 va									
31 ria	.	.	-						.1
nc	7	4	1.	11	.1	-.3	.21	-.7	2
es	0	0	4	0	5	13	88	46	0
ass	9	2	3	0	5	08	8	86	6
u			0						9
me									
d									
Eq									
ual									
va									
ria									
nc			-						.1
es			1.	10	.1	-.3	.22	-.7	2
no			4	4.	5	13	00	49	3
t			2	10	8	08	2	39	2
ass			3	0					2
u									
me									
d									

VA Eq									
R0 ual									
00 va									
32 ria	.	.	-.						.3
nc	1	6	2	11	.8	-.0	.21	-.4	7
es	5	9	1	0	2	46	48	72	8
ass	9	1	8		7	93	5	72	8
u									6
me									
d									
Eq									
ual									
va									
ria									
nc									.3
es									7
no									8
t									3
ass									7
u									
me									
d									
VA Eq									
R0 ua									
00 l	.	.	-						-.0
33 va	5	4	2.	11	.0	-.5	.22	-.9	6
ria	7	5	2	0	2	03	22	44	3
nc	3	1	6		5	70	1	07	3
es			7						2
as									

su									
m									
ed									
Eq									
ual									
va									
ria									
nc									
es									
no									
t									
ass									
u									
me									
d									
VA Eq									
R0 ual									
00 va									
34 ria									
nc									
es									
ass									
u									
me									
d									
Eq									
ual									
va									
ria									
nc									
es									
no									
t									
ass									
u									
me									
d									

es									
no									
t									
ass									
u									
me									
d									
VA Eq									
R0 ua									
00 l									
35 va									
ria									
nc									
es									
as									
su									
m									
ed									
Eq									
ual									
va									
ria									
nc									
es									
no									
t									
ass									
u									
me									
d									

VA Eq									
R0 ual									
00 va									
36 ria	.	.	-						.1
nc	1	7	1.	11	.1	-.3	.21	-.7	0
es	2	2	4	0	3	26	79	58	5
ass	8	1	9	7	26	2	14	6	6
u			7						1
me									
d									
Eq									
ual									
va									
ria									
nc			-						.1
es			1.	10	.1	-.3	.21	-.7	0
no			5	7.	3	26	70	56	3
t			0	99	6	26	5	48	9
ass			3	9					6
u									
me									
d									
VA Eq									
R0 ual									
00 va	.	.							.5
37 ria	6	4	.6	11	.5	.14	.22	-.2	8
nc	8	0	6	0	1	62	11	92	4
es	9	8	1	0	0	6	8	06	5
ass									7
u									

me									
d									
Eq									
ual									
va									
ria									
nc									.5
es			.6	10	.5	.14	.22	-.2	8
no			5	2.	1	62	28	95	8
t			6	87	3	6	4	70	2
ass				1					1
u									
me									
d									
VA Eq									
R0 ua									
00 l									
38 va	.	.	-						-.0
ria	0	8	2.	11	.0	-.5	.24	1.	8
nc	3	4	3	0	2	72	86	06	0
es	9	4	0		3	81	1	55	1
as			4					0	2
su									
m									
ed									
Eq									
ual									
va									
ria									
nc									

es								5
no								4
t								
ass								
u								
me								
d								

According to the results, the variable marked in bold fonts are identified with significant differences, because p-value is less than 0.05. The questions for the variables are list below:

- Question 3 (VAR00004): I like yoga products.
- Question 5 (VAR00006): I like outdoor sports products (such as tents, hiking bags, etc.)
- Question 6 (VAR00007): I like portable sports products.
- Question 7 (VAR00008): I often attend gender-specific sports courses.
- Question 20 (VAR0021): I like to buy products from a specific brand.
- Question 32 (VAR0033): I shop more when I am in a bad mood.
- Questions 34 (VAR0035): I would spend money for the feeling of pleasure that comes after shopping.
- Question 37 (VAR0038): I tend to make impulsive purchases.

The average scores of the questions with significant differences are summarized in the below table:

Group Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Gender				

VAR00004	1.0	5	2.372	1.18255	.1655
	0	1	5		9
	2.0	6	2.836	1.11326	.1425
	0	1	1		4
VAR00006	1.0	5	3.470	1.17223	.1641
	0	1	6		4
	2.0	6	2.901	1.10612	.1416
	0	1	6		2
VAR00007	1.0	5	3.725	1.07849	.1510
	0	1	5		2
	2.0	6	3.213	1.18483	.1517
	0	1	1		0
VAR00008	1.0	5	2.764	1.20976	.1694
	0	1	7		0
	2.0	6	2.327	1.01195	.1295
	0	1	9		7
VAR00021	1.0	5	3.902	1.02479	.1435
	0	1	0		0
	2.0	6	3.475	1.13441	.1452
	0	1	4		5
VAR00033	1.0	5	2.627	1.07630	.1507
	0	1	5		1
	2.0	6	3.131	1.24466	.1593
	0	1	1		6

VAR000	1.0	5	2.843	1.27079	.1779
35	0	1	1		5
	2.0	6	3.475	1.14901	.1471
	0	1	4		2
VAR000	1.0	5	2.705	1.28521	.1799
38	0	1	9		7
	2.0	6	3.278	1.33080	.1703
	0	1	7		9

The mean of women is higher than that of mean in terms of preferences for yoga sports (VAR00004), which means women are more likely to attend yoga courses than men.

The mean of women is lower than that of mean in terms of preferences for outdoor sports products (VAR00006), which means men are more likely to purchase outdoors products than women.

The mean of women is lower than that of mean in terms of preferences for portable sports products (VAR00007), which means women are less likely to buy portable sports products than men.

The mean of women is lower than that of mean in terms of preferences for gender-specific sports courses. (VAR00008), which means men are more likely to attend gender-specific sports courses than women.

The mean of women is lower than that of mean in terms of preferences for specific brand (VAR000021), which means women are less likely to purchase items in specific brand than men.

The mean of women is higher than that of mean in terms of consumption level in bad emotion (VAR000033), which means women are more

likely to purchasing more when they stay in a bad mood than men.

The mean of women is higher than that of mean in terms of spending for pleasure (VAR000035), which means women are more likely to have a higher consumption level when they aimed for happiness than men.

The mean of women is higher than that of mean in terms of impulsive consumption (VAR000038), which means women are more likely to occur impulsive purchasing than men.

Conclusion

According to the statistical result, women have significantly higher average score only in the following aspects: they are more likely to attend yoga course; they shop more when they are in a bad mood; they would spend money for the feeling of pleasure that comes after shopping; they tend to make impulsive purchases. Out of thirty-seven differences claimed in previous studies, especially in Chinese studies, women only significantly scored higher in four aspects.

In the previous literature on female consumption market, it is mentioned that women will have conspicuous consumption and follow the trend of consumption and women may more likely to be affected by crowd psychology. However, the data from questionnaires shows that women do not have significant different differences with men in most aspects, while men score higher in some aspects. In some of those previous study, it does not involve any statistical evidences to confirm the statements (He, Zhao, Pan, Hua, & Jiang, 2021).

Practical implications for companies are to respect women and focus on what they are truly concerned about:

To improve the quality of yoga courses and yoga-related products: 1) Offer a wider range of levels - To accommodate varied interests and levels of expertise, women's yoga courses should offer a range of classes, including hatha, vinyasa, restorative, or yin yoga; 2) Incorporate

mindfulness and positive thinking courses- To assist women in developing a connection with their bodies and discovering inner peace, women's yoga classes could incorporate mindfulness techniques like meditation or positive thinking. 3) Create a welcoming atmosphere - Yoga studios should be built to foster an environment that is warm and inclusive, allowing women of different ages, sizes, and backgrounds to feel at ease and appreciated. 4) Individualized feedbacks and customized services - To help women develop their practice and prevent injury, yoga instructors should provide each woman individualized input.

To cheer women up for companies when they are in a bad mood and increase women's satisfaction and happiness through purchasing: 1) Emphasize self-care – Women can stay in a better mood by using things that encourage self-care and wellness, such as aromatherapy, skincare, or nutritious eating. 2) Create engaging content - Companies can create engaging and entertaining content for female workers, such as funny videos or inspiring quotes, to help lift women's spirits and improve their mood. 3) Personalize marketing messages – personal data can be collected and insights to personalize marketing messages based on a woman's previous purchases or interests, providing targeted recommendations for products that may help improve their mood. 4) Be authentic and genuine - Companies should strive to be authentic and genuine in their marketing messages, avoiding gimmicky or insincere tactics that could alienate women and undermine their efforts to cheer them up. 5) Offer excellent customer service - Providing excellent customer service can help women feel valued and appreciated, increasing their satisfaction and happiness with the purchase. 6) Provide after-sales support - Offering after-sales support, such as product tutorials or troubleshooting assistance, can help women feel confident and satisfied with their purchase.

Suggestions cannot be made to increase impulsive buying based on ethical considerations, but suggestions can be made to improve women's satisfaction: 1) Establish relationship-

building strong relationships with their female customers by providing high-quality products, excellent customer service, and a positive overall experience. 2) Provide clear information- consumption can be encouraged with full information, including pricing and features, and avoid using manipulative or unethical tactics. By focusing on building trust and providing value to their female customers, companies can create long-term relationships that benefit both the customer and the business.

Conflict of Interests: the author has claimed that no conflict of interests exists.

References

1. Cai, Z. Q. (2019). Research on China's Luxury Consumption Behavior from the Perspective of Behavioral Economics (PhD Thesis, Wuhan University).
2. Dai, L. (2011). Hotel product marketing strategy under the background of "her economy". *Productivity Research* (05), 142-143.
3. Goertzen, M. J. (2017). Introduction to quantitative research and data. *Library Technology Reports*, 53(4), 12-18.
4. He, M., Zhao, X., Pan X. L., Hua, F. Y. & Jiang, H. L. (2021). Analysis of Female Consumer Psychology and Optimization Measures in E-commerce. *Economist* (05), 225-226.
5. Ji, N.Y. (2022). Alienation of Female Consumption from the Perspective of "She Economy". *Chinese Business Theory*, 6(5), 67-71.
6. Jiao, Y.R. (2022). Public relations thinking under the trend of "her economy". *International Public Relations*, (03), 142-147.
7. Jun, Z. (2008). Why do women like shopping. *Campus Psychology* (09), 27.
8. Liang, G., Fu, W., & Wang, K. (2019). Analysis of t-test misuses and SPSS

- operations in medical research papers. *Burns & trauma*, 7.
9. Li, Y. (2022). New e-commerce ignites "her economy". Pinduoduo releases New Year's "Women's Spring Festival Consumption List". *China's Quality Miles (Z1)*, 185-186.
 10. Li, Z. T. (2021). "Her Economy" has spawned a new trend, and small kitchen appliances have risen strongly. *Electrical Appliances (05)*, 28-30.
 11. Ma, X. (2021). Analysis of Women's Consumption Trends and Consumption Behaviors on E-commerce Platforms under "She Economy". *Modern Marketing (Late Period) (02)*, 72-73.
 12. Park, H. M. (2009). Comparing group means: t-tests and one-way ANOVA using Stata, SAS, R, and SPSS. The University Information Technology Services (UIT) Center for Statistical and Mathematical Computing, Indiana University.
 13. Shao, Y. (2014). Mobile Internet: The Coming of the Women's Economic Era. *Internet Weekly*, 6(2),64-65.
 14. Shi, Y. J. (2019). Current Status of Women's Economic Development in China. *Scientific Consulting (Technology and Management) (08)*, 74-75.
 15. Taherdoost, H. (2021). Data Collection Methods and Tools for Research; A Step-by-Step Guide to Choose Data Collection Technique for Academic and Business Research Projects. *International Journal of Academic Research in Management (IJARM)*, 10(1), 10-38.
 16. Van Selm, M., & Jankowski, N. W. (2006). Conducting online surveys. *Quality and quantity*, 40, 435-456.
 17. Wang, M. X. (2022). Research on urban women's sports consumption behavior from the perspective of "her economy". *Capital Institute of Physical Education*.
 18. Yan, H. (2022). Marketing strategy analysis based on the consumption psychology of female online shopping groups. *Northern Economics and Trade (01)*, 72-74.
 19. Yang, X. Y. (2000). How to attract women to consume. *Consumer Economy (05)*, 14-16.
 20. Zhao, H. X. (2008). Women become the main force of online shopping, pay attention to cost performance and beware of traps. *Communication Information News*, C14.
 21. Zheng, X. M. & Fan, X. L. (2007). On the development of women's tourism market in the era of "female economy". *Tourism Science (03)*, 65-71.
 22. Zhu, M. R. & Chen, X. (2022). Research on the Brand Image Design of Guochao under "She Economy". *Western Leather (10)*, 112-114.