

# Characteristics of consumer behaviour in tourism, beauty and sports fields- female consumer

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**Abstract.** As women's socioeconomic status and disposable income have increased, many women also have a healthier and more fashionable lifestyle. More and more women have begun to pay attention to consumption in the fields of travel, beauty and sport, and now women have become an important consumption force in these fields. This article summarizes the consumption of women in the three fields of tourism, beauty and sports, and finally finds that in the field of tourism, women like shopping, relaxation activities, women's travel and other travel methods that can relieve stress; in the field of beauty, women They are more in pursuit of environmentally friendly and green cosmetics, and like to refer to other people's experience, but they are prone to herd mentality and lead to impulsive consumption; in terms of sports, women hope to gain a sense of identity and personal value from the purchase of sports products and other consumer behaviors. The research significance of this paper is to help enterprises grasp the consumption behavior of women in the three fields of tourism, beauty and sports, grasp the demand motivation of women, and lay a good foundation for enterprises to formulate more appropriate marketing strategies and better serve female customers.

**Keywords:** Female economy; tourist; Make-up; sport

## 1. Introduction

With the continuous improvement of the status of contemporary women, the huge potential of the female consumer market cannot be ignored [1]. According to a survey released by QuestMobile in 2019, the proportion of female Internet population in China reached 46.9%, and the growth rate of user scale exceeded that of the entire network. According to 2021 QuestMobile survey data, by 2021, the number of female mobile Internet users in China has reached 5.47 [2], and women have increasingly become the dominant force in consumption [3]. Today, women have become the main consumers and are actively involved in more and more consumption fields. According to the "Chinese Women's Quality of Life Survey", clothing, tourism and sport are ranked first, third and fourth respectively, which are the most important urban women's consumption. Important elements in the composition [4].

Firstly, in the travel market, for contemporary women, social pressure is too great, which leads most people to choose to release and decompress by traveling [5]. The 2022 "Her Journey" Consumption report released by Ctrip shows that women will spend 33% more per capita than men on travel in 2021, and more than 40% of women will choose to stay in 4-star hotels or above [6]. Secondly, with the continuous improvement of women's economic level and the awakening of fashion consciousness, female consumers' demand for beauty makeup and skin care is developing continuously. In China, for example, most women think cosmetics are very important, and a quarter of female respondents may accept skin care products priced at more than 2,000 China Yuan [7]. Finally, the study shows that women are also consumers of sports and that their consumption is correlated with their social status, economic level, number of children, sports participation and sports-related status [8].

To sum up, with the improvement of women's economic status, women's consumption of power in the three market areas of tourism, beauty and sport is constantly improving and the consumption

growth rate is also the fastest. The purpose of this study is to review women's consumption behavior and contribution in different markets, to accumulate a wealth of empirical data for corporate marketing and to expand the research literature on the rise of women's consumption.

The remainder of this paper is organized as follows: Section 2 describes that in the context of her economic rise, female tourists show significantly improved consumption level, more open tourism concept, more attention to tourism safety and other consumption characteristics distinct from the past. Previous research and development on female beauty consumption and female sport consumption is shown in Section 3 and Section 4. Finally, this paper will be completed in section 5.

## 2. Tourism

With the emergence of "female economy", tourism consumption has been part of the most important expenditure items in women's life. In the context of "female economy", female tourism is manifested as: women are more willing to spend on stress-relieving activities during travel, such as shopping, e-commerce consumption, relaxation activities, group travel, etcetera.

In 2006, some scholars have analyzed the typical feminine features of tourists' shopping behavior to understand their emotional and rational characteristics [9]. The authors used questionnaire survey and cross-table analysis to study women's shopping tourism habits and behavior. The results of the study show that most women consider shopping to be an essential part of tourism, so women regard shopping as a worthwhile activity during travel.

In 2009, further investigation was conducted regarding the gender differences in the tourism market [10]. Question poll and descriptive statistics were used only for data collection and analysis. The results show that women are more often than men to buy unique items as souvenirs during the trip, so women are more active as consumers.

Some researchers have used the literature review method to study the female consumption characteristics in different age groups in the tourism e-commerce market [11]. Tourism e-commerce is a technology based on tourism information database and e-commerce bank network to operate the tourism industry. The author found that women's attitudes towards travel e-commerce consumption are related to their age—the younger they are, the more interested they are, and the older they are, the less likely they are to use.

Researchers have explored the desired activities for female tourists in "All-Female Activity-based Outbound Tour," which refers to all-women signing up for a tour group [12]. Questionnaire survey and statistical analysis (descriptive statistics, factor analysis and cluster analysis) were used in this study. The results of the study found that women show a strong interest in stress-relieving activities (e.g., massages, wellness, fitness, shopping, hot springs, spas, etc.), and the authors believe that the main reason women pay for them is that these activities could create a relaxing atmosphere for them.

## 3. Beauty

With the increase of women's economic level and the development of the concept of delicate consumption, beauty and skin care products have gradually become a daily necessity for women and more and more women are willing to spend in the beauty field. In the context of women's economy, women's consumption behaviour in the cosmetic field mainly manifests itself in the pursuit of green cosmetics, preferring to refer to trial experiences and online reviews, but also easily influenced by information that leads to impulsive consumption.

Several scholars have studied the factors influencing the purchase patterns of eco-friendly cosmetics among Mauritian women consumers and have used data simplification techniques and multiple regression analysis [13]. It was found that women's purchase patterns for eco-friendly cosmetics are influenced by lifestyle, health status, economic level, and price sensitivity, and that women's willingness to purchase eco-friendly cosmetics is gradually increasing.

Scholars have studied and analysed the characteristics of Chinese female college students' consumption behaviour using literature research and case study methods [14]. The article concludes that women's consumption behaviour is characterized by a preference for trial experiences, herd shopping, online shopping, and a lack of rationality in consumption.

Some scholars have delved into the consumption of cosmetic consumers and the impact of experiential marketing approaches in some marketing campaigns organized by cosmetic companies on consumers' impulse buying behavior [15]. The article analysed the causal relationship between the four factors using Statistical Package for Social Sciences (SPSS) and structural equation modelling. The results show that female consumers aged 30 ~ 35 or with university degrees, unmarried female consumers and female consumers in the service industry are more likely to be influenced by these activities and thus consume.

To understand the impact of word-of-mouth marketing on Chinese female consumers' cosmetic purchase decisions, this paper investigates their online shopping decisions and purchase behaviors using an information adoption model [16]. The article's findings reveal that most female consumers read online reviews before making a purchase and that these reviews may either stimulate women's desire to consume or may descend to cause women not to engage in consumption behavior.

#### 4. Sports

With the increase of women's income and the improvement of social status, sports consumption has gradually entered women's field of vision. More and more scholars have studied female sport consumption and found that women have become an important force in sport consumption. The main purpose of female sport consumption is to gain a sense of identity from sport activities, including the identity of fans and personal value. Sense of identity.

Some scholars have studied the spectator motivation factor (the reason for the audience to consume sport), and the relationship with sport consumption. Through the method of questionnaire survey, it is concluded that the stronger the audience motivation factor, the higher the sport consumption. The results show that 40.5% of female audience's willingness to re-sponsor sport activities can be explained by audience motivation factors, which are enough to indicate that the female audience is an important force in sport consumption behavior [17].

Some scholars have conducted research on sports consumption of female fans and found through statistics that in four North American leagues, female fans account for 34-40% of the market share. At the same time, the researchers used a standard sampling method to obtain information on some female fans in Canada ranging from 20 to 51 years old, and found that more than 60% of them had purchased season tickets. It is enough to prove that female fans are an important presence in the sport world [18].

Some scholars have studied the supportive behavior of Zimbabwean female fans. Through in-depth interviews and surveys of female fans, the researchers found that many female fans are ready to "pay" for the teams they support, including purchasing team products, gambling and going to bars to watch football games. From this study, it can be inferred that the consumption of sport by women is not only related to sport goods. But also includes sport culture consumption [19].

Some scholars have used the literature research method to study the main motivations of women's sports consumption, and the results found that social positivity is the main motivation for women to consume sports activities, such as "inspired by opportunities to spend time with friend and family", "Incentives of social environments for large group game viewing" et al. So, compared to men, women are more likely to become sports fans for social reasons. And there is not any difference between female and male sports fans in participating in Sports competitions, and women also purchase team merchandise [20], proving themselves as a typical fan through loyalty, knowledge, and wearing team clothing [21].

## 5. Conclusion

This paper studies the consumption behavior and characteristics of women in the fields of tourism, cosmetics and sports. Today, with the increase in the overall consumption level of society and the improvement of women's socio-economic status, the "her economy" is developing as an economic form. At the same time, tourism, cosmetics and sports have gradually become the key areas of female consumption, and have become a new growth and a new driving force for women's economic development. This paper makes a literature review of tourism, beauty makeup and sport, to help scholars or enterprises better understand female consumer behavior.

First, in the field of tourism, whether traveling alone or all-women, the number of women traveling in groups is increasing, and the tourism e-commerce market for women has also received more attention. During travel, women have a strong interest in relaxed activities (e.g., massages, wellness, fitness, shopping, hot springs, spas, etc.), especially shopping. Secondly, in the field of beauty, women are more likely to purchase environmentally friendly and green cosmetics. The consumption behavior of women's cosmetics is a function of many factors, and is often accompanied by impulsive consumption. Finally, research showed that women are prone to become "sports fans" in societal life, and they will prove their identity as "sports fans" by purchasing tickets, team peripheral products and other consumption behaviors. Women are increasingly growing up to be an important force in the development of sport. It is desirable for our research can lay a foundation for companies to formulate marketing strategies and scholars to conduct quantitative research on the influencing factors of women's consumption behavior.

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