

Original Paper

The Evolution of Consumers' Purchasing Behavior
Characteristics and Marketing Enlightenment from the
Perspective of Consumption Upgrade

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Abstract

Against the backdrop of China's sustained economic growth and continuous improvement of residents' living standards, consumption upgrade has become an important trend driving the high-quality development of the consumer market. Consumption upgrade not only changes the consumption structure and demand level of residents, but also profoundly reshapes the characteristics and decision-making logic of consumers' purchasing behavior. Based on the core connotation of consumption upgrade, this paper combs the driving factors of consumption upgrade and its impact on consumers' purchasing behavior; analyzes the evolution characteristics of consumers' purchasing behavior in the context of consumption upgrade, and puts forward targeted marketing enlightenment for enterprises, so as to provide theoretical reference and practical guidance for enterprises to adapt to the new consumption trend, optimize marketing strategies and enhance market competitiveness.

Keywords

Consumption Upgrade, Purchasing Behavior, Characteristic Evolution, Marketing Enlightenment, Consumer Demand

1. Introduction

In recent years, with the in-depth advancement of supply-side structural reform and the continuous improvement of residents' disposable income, China's consumer market has entered a new stage of consumption upgrade. Different from the traditional consumption model that focuses on material satisfaction, the current consumption upgrade is characterized by the transformation from "basic material consumption" to "high-quality experience consumption", from "mass homogeneous

consumption” to “personalized customized consumption”, and from “passive acceptance” to “active participation”. This transformation has not only promoted the upgrading of the consumer market structure, but also brought profound changes to consumers’ purchasing behavior. For enterprises, accurately grasping the evolution characteristics of consumers’ purchasing behavior under the background of consumption upgrade and formulating targeted marketing strategies are the key to winning the market competition. Therefore, exploring the evolution of consumers’ purchasing behavior and corresponding marketing enlightenment from the perspective of consumption upgrade has important theoretical value and practical significance for promoting the sustainable development of enterprises and the high-quality development of the consumer market.

2. The Connotation and Driving Factors of Consumption Upgrade

To explore the evolution of consumers’ purchasing behavior from the perspective of consumption upgrade, it is first necessary to clarify the core connotation of consumption upgrade and its main driving factors, which provides a theoretical basis for the subsequent analysis of purchasing behavior characteristics.

2.1 Core Connotation of Consumption Upgrade

Consumption upgrade refers to the process in which residents’ consumption demand changes from low-level, material-oriented to high-level, experience-oriented and quality-oriented with the improvement of economic level, the change of consumption concept and the upgrading of consumption capacity. Its core is not the simple increase of consumption expenditure, but the optimization of consumption structure, the improvement of consumption quality and the upgrading of consumption experience. Specifically, consumption upgrade is mainly reflected in three aspects: first, the upgrading of consumption structure, that is, the proportion of service consumption, cultural consumption and experience consumption in total consumption continues to increase, while the proportion of material consumption gradually decreases; second, the upgrading of consumption quality, that is, consumers pay more attention to the quality, safety, brand and added value of products and services, and are willing to pay a premium for high-quality products and services; third, the diversification of consumption forms, that is, the emergence of new consumption forms such as online and offline integration, personalized customization and experiential consumption, which enriches consumers’ purchasing channels and consumption experience.

2.2 Main Driving Factors of Consumption Upgrade

The occurrence and development of consumption upgrade is the result of the combined effect of multiple factors, mainly including economic factors, social factors and technological factors.

Economically, the continuous growth of residents’ disposable income is the material foundation of consumption upgrade. With the rapid development of China’s economy, the per capita disposable income of urban and rural residents has been continuously improved, which has enhanced residents’ consumption capacity and laid a solid material foundation for the upgrading of consumption demand.

At the same time, the improvement of the social security system has reduced residents' worries about medical care, pension and education, increased residents' willingness to consume, and promoted the realization of consumption upgrade.

Socially, the change of consumption concept is an important driving force for consumption upgrade. With the improvement of residents' education level and the influence of global consumption culture, the consumption concept of residents has gradually changed. Traditional consumption concepts such as frugality and practicality are gradually replaced by new consumption concepts such as quality, experience and individuality. Consumers pay more attention to the satisfaction of spiritual needs and the improvement of quality of life, which promotes the upgrading of consumption behavior.

Technologically, the development of digital technology has provided technical support for consumption upgrade. The popularization and application of Internet, big data, artificial intelligence and other digital technologies have broken the time and space constraints of traditional consumption, enriched consumption channels, improved consumption efficiency, and promoted the emergence of new consumption forms such as online shopping, live streaming e-commerce and smart consumption. At the same time, digital technology also enables enterprises to accurately grasp consumer demand, provide personalized products and services, and further promote the process of consumption upgrade.

3. The Evolution Characteristics of Consumers' Purchasing Behavior Under the Background of Consumption Upgrade

Under the influence of consumption upgrade, consumers' purchasing behavior has undergone profound changes, showing obvious evolution characteristics in terms of purchasing motivation, purchasing decision-making, purchasing channels and purchasing demand. These characteristics not only reflect the change of consumer demand, but also put forward new requirements for enterprise marketing.

3.1 The Transformation of Purchasing Motivation: From Material Satisfaction to Spiritual Experience

In the traditional consumption era, consumers' purchasing motivation is mainly to meet basic material needs, focusing on the practicality and cost-effectiveness of products. For example, when purchasing daily necessities, consumers pay more attention to product quality and price, and the pursuit of spiritual experience is relatively insufficient. Under the background of consumption upgrade, with the improvement of material living standards, consumers' purchasing motivation has gradually transformed to the pursuit of spiritual experience and emotional satisfaction. Consumers are no longer satisfied with the basic functions of products, but pay more attention to the cultural connotation, emotional value and experience feeling of products and services. For example, when purchasing clothing, consumers not only pay attention to the quality and style of clothing, but also pay attention to the brand story and cultural connotation behind the clothing; when choosing catering services, they pay more attention to the dining environment, service quality and dining experience, rather than just the taste and price of food. This transformation of purchasing motivation makes the emotional and experiential attributes of products and services become important factors affecting consumers' purchasing decisions.

3.2 The Diversification of Purchasing Decision-Making: From Single Factor to Multi-Factor Comprehensive Consideration

In the traditional consumption model, consumers' purchasing decision-making is often affected by a single factor, such as price, quality or brand, and the decision-making process is relatively simple. Under the background of consumption upgrade, consumers' purchasing decision-making has become more rational and comprehensive, and they will comprehensively consider multiple factors such as product quality, brand reputation, price, after-sales service, environmental protection and social responsibility. For example, when purchasing electronic products, consumers will not only pay attention to the performance and price of products, but also pay attention to the brand's after-sales service, product environmental protection and whether the brand assumes social responsibility. At the same time, consumers' purchasing decision-making is also affected by social groups, online reviews and other factors. They will refer to the purchasing experience and evaluations of other consumers, and even make purchasing decisions under the influence of opinion leaders. This diversification of purchasing decision-making makes the factors affecting consumers' purchasing behavior more complex, and also puts forward higher requirements for enterprises to grasp consumer demand.

3.3 The Integration of Purchasing Channels: From Single Offline to Online-Offline Integration

In the past, consumers' purchasing channels were mainly offline physical stores, and the purchasing process was limited by time and space. With the development of digital technology and the promotion of consumption upgrade, consumers' purchasing channels have become more diversified, showing the characteristics of online-offline integration. On the one hand, online shopping has become an important way for consumers to purchase due to its convenience, efficiency and rich product types. Consumers can complete the purchasing process at any time and anywhere through e-commerce platforms, live streaming and other channels. On the other hand, offline physical stores still play an irreplaceable role in providing consumption experience. Consumers often choose to understand product information online, experience products offline, and then complete the purchase through online or offline channels. For example, when purchasing furniture, consumers will first browse product information and compare prices online, then go to offline physical stores to experience the texture and style of furniture, and finally make a purchasing decision. This integration of online and offline purchasing channels not only enriches consumers' purchasing experience, but also changes the marketing model of enterprises.

3.4 The Personalization of Purchasing Demand: From Mass Homogeneity to Individualized Customization

In the traditional consumption era, the market is dominated by mass homogeneous products, and consumers' purchasing demand is relatively unified. Under the background of consumption upgrade, with the change of consumption concept and the improvement of individual awareness, consumers' purchasing demand has shown a distinct personalized trend. Consumers are no longer willing to accept mass-produced homogeneous products, but hope to obtain products and services that meet their own personalized needs. For example, in the field of clothing, consumers can customize clothing styles,

colors and sizes according to their own preferences; in the field of home decoration, consumers can design home decoration schemes according to their own living habits and aesthetic needs. This personalization of purchasing demand requires enterprises to change the traditional mass production model, pay attention to the individual needs of consumers, and provide personalized products and services to meet the diverse needs of consumers.

4. Marketing Enlightenment for Enterprises Under the Background of Consumption Upgrade

The evolution of consumers' purchasing behavior under the background of consumption upgrade has brought new opportunities and challenges to enterprises. Enterprises need to accurately grasp the evolution characteristics of consumers' purchasing behavior, adjust and optimize marketing strategies, and enhance market competitiveness. Combined with the above analysis, the following marketing enlightenment is put forward for enterprises.

4.1 Focus on Experience Marketing and Create Emotional Value

In view of the transformation of consumers' purchasing motivation to the pursuit of spiritual experience, enterprises should focus on experience marketing and create emotional value for consumers. On the one hand, enterprises can build experiential consumption scenarios, let consumers participate in the consumption process, and enhance consumers' sense of experience and participation. For example, offline physical stores can set up product experience areas, interactive areas and other spaces to let consumers experience products and services in person; enterprises can also carry out experiential marketing activities such as theme activities and DIY activities to enhance the emotional connection between consumers and brands. On the other hand, enterprises should dig out the emotional needs of consumers, integrate emotional elements into product design, brand building and service provision, and create emotional value for consumers. For example, enterprises can tell brand stories, convey brand values, and arouse emotional resonance with consumers, so as to improve consumers' brand loyalty.

4.2 Optimize Product and Service Quality and Highlight Comprehensive Competitiveness

In response to the diversification of consumers' purchasing decision-making, enterprises should optimize product and service quality and highlight comprehensive competitiveness. First of all, enterprises should focus on product quality improvement, strengthen quality control, and provide high-quality products that meet consumer needs. At the same time, enterprises should pay attention to product innovation, develop products with unique functions and characteristics, and form product differentiation advantages. Secondly, enterprises should improve service quality, optimize the whole process of service from pre-sales consultation, in-sales service to after-sales guarantee, and enhance consumers' purchasing experience. In addition, enterprises should also pay attention to environmental protection and social responsibility, actively carry out green production and public welfare activities, and enhance brand image, so as to meet the multi-dimensional needs of consumers.

4.3 Build an Omnichannel Marketing System and Realize Online-Offline Integration

Aiming at the integration of consumers' purchasing channels, enterprises should build an omnichannel

marketing system and realize online-offline integration. On the one hand, enterprises should strengthen the construction of online channels, optimize e-commerce platforms, live streaming accounts and other online channels, improve the online shopping experience of consumers, and expand online market share. On the other hand, enterprises should optimize offline physical stores, transform physical stores into experiential and interactive spaces, and strengthen the connection between online and offline channels. For example, enterprises can realize online reservation, offline experience, online payment and offline pickup, and build a seamless shopping experience for consumers. At the same time, enterprises can use big data technology to integrate online and offline consumer data, accurately grasp consumer demand, and provide targeted marketing services.

4.4 Carry Out Personalized Marketing and Meet Individual Needs

In view of the personalization of consumers' purchasing demand, enterprises should carry out personalized marketing and meet the individual needs of consumers. First of all, enterprises can use big data technology to collect and analyze consumer data, understand consumers' preferences, purchasing habits and other information, and establish user portraits. On the basis of user portraits, enterprises can provide personalized product recommendations, customized services and targeted marketing activities for consumers. For example, e-commerce platforms can push products that meet consumers' preferences according to consumers' browsing and purchasing records; enterprises can provide personalized customization services according to consumers' needs, such as customized products, personalized packaging, etc. Secondly, enterprises should strengthen communication and interaction with consumers, understand consumers' individual needs in real time, and adjust marketing strategies in a timely manner to meet the diverse and personalized needs of consumers.

5. Conclusion and Outlook

Consumption upgrade is an inevitable trend of the development of the consumer market, which has profoundly changed the characteristics of consumers' purchasing behavior. Under the background of consumption upgrade, consumers' purchasing behavior has shown the characteristics of transformation of purchasing motivation, diversification of purchasing decision-making, integration of purchasing channels and personalization of purchasing demand. These changes not only put forward new requirements for enterprises' marketing strategies, but also provide new opportunities for the development of enterprises.

For enterprises, they should accurately grasp the evolution characteristics of consumers' purchasing behavior, take consumer demand as the core, adjust and optimize marketing strategies, focus on experience marketing, optimize product and service quality, build an omnichannel marketing system, and carry out personalized marketing, so as to adapt to the new consumption trend and enhance market competitiveness. In the future, with the continuous deepening of consumption upgrade and the continuous development of digital technology, consumers' purchasing behavior will show more new characteristics. Enterprises need to keep pace with the times, continuously innovate marketing models,

strengthen the research on consumer demand, and provide more high-quality, personalized products and services for consumers, so as to promote the sustainable development of enterprises and the high-quality development of the consumer market.

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