

## A report on people's perception of emerging consumer goods trends

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**ABSTRACT.** *With the improvement of people's living standards, people's standards for purchasing consumer goods have also been improved. The producers and sellers have upgraded the quality of crayfish and made new attempts and explorations in marketing methods. Crayfish, which used to have a single sales mode, limited channels and poor sales performance, has become a national popular snack with the help of take out platform, and even sold overseas. In the fast pace of modern times, Eslite, which supplies cultural consumer goods, makes people find the best solution to balance their body and mind, and finds a unique marketing mode, which makes reading a fashionable consumption trend. Behind these trends is the new consumption trend of today's people.*

**KEYWORDS:** *Consumption demand, marketing mode, consumption upgrading, new retail, income*

### 1. Preface

Recently found an interesting phenomenon, people's table, crayfish is often regarded as "network trend" dishes, become people drink and chat under the dish. I still remember when I was in primary school, crayfish was just a bargain in the mud. Occasionally, I was greedy for something to eat, and parents could not help but care about a few words: eat less, it's not clean. This is my first impression of crayfish. Nowadays, who would have thought that crayfish are not only coming into the market, but also being escorted abroad by crayfish producers and sellers, becoming the representative of Chinese snacks, and even serving as a "bridge of friendship" between China and other countries? What does the popularity mean?

Everything is ready. 100000 copies of crayfish are packed into several boxes and neatly stacked in the cold box of China Europe train It has to be said that this is a win all counterattack, and the protagonist is an improved crayfish. Let's see what kind of metamorphosis crayfish are experiencing behind the surprise counter attack!

As we all know, Chinese people love crayfish deeply. The reason why the consumption of crayfish has been rising in recent years is that it has become a

popular beer partner. In my opinion, the main reason is the crayfish breeding mode and the change of marketing mode.

## 2. Discussion

With the improvement of national living standards, people's standards for food consumption have been improved. In this environment, according to the requirements of consumers, crayfish have been moved from the original muddy life circle to the present clear water. This is the first step for people to upgrade their consumption of crayfish, and also one of the important reasons for the success of crayfish as a popular food. The change of crayfish breeding mode not only improves the taste, but also increases the added value of crayfish products. Thanks to the progress of modern society, we have a good breeding environment and marketing market. Indeed, the crayfish is clean and better eaten, and the industry also gets more profits from it.

The second reason is the production and sales of crayfish for crayfish marketing exploration. In the past, crayfish had a single sales mode and limited channels. They were often distributed directly through restaurants. The people they knew and liked were limited, and the sales volume could not be substantially improved. The operators can only carry on the marketing through the discount promotion and other traditional propaganda ways. In addition, the crayfish industry was backward at that time, and the market share was not high. With the product upgrading in recent years, the industry gradually began to explore how to introduce crayfish to more consumers? How to make crayfish consumers get the fastest and most satisfied service? If we change the sales channel of crayfish, can we increase the sales? Need to change the traditional catering industry's inherent sales model: crayfish, the Chinese people's "national snack", has always been a cheap and leisure product. In order to improve the consumption level of crayfish, make more unfamiliar diners interested in it, and become willing to pay for the "Loyal fans", we have to work hard on the quality and service of crayfish to meet people's increasing demands high taste buds. We often say that now is a style of "Traffic is king", the only way to increase the number of fans is to increase publicity and change the consumption pattern recognized by consumers. In addition to improving the quality of crayfish and upgrading its breeding methods, it is more important to change its marketing methods. With the rise of meituan and ele me and other takeout platforms, crayfish consumption as "national snacks" has brought vigor and vitality. First of all, these platforms have their own professional operation team. In terms of publicity, they can add weight to our traditional catering industry, so that people can know more about crayfish and enjoy better catering services. Secondly, these platforms have their own unique rider management mode, which can ensure that fresh and delicious products can be delivered to consumers in the shortest time, and they can enjoy delicious food without leaving home and moving their fingers, and even have super food welfare without closing for 24 hours. This just meets people's consumption view and demand point of taking crayfish as snack. Third, crayfish not only shine in the take out platform, but also in emerging consumer platforms such as fliki and Tmall.

Finally, it's time for crayfish to open up new territory. With the continuous upgrading of today's logistics, international freight also contributes to the marketing of crayfish. After 17 days of trekking, 100000 crayfish got off in Moscow on June 18. This means that more foreign consumers can enjoy the food from the East more safely and conveniently. Although this is only a trial process, it will undoubtedly open a window for crayfish or Chinese food and beverage products like crayfish. This is precisely because of the unity and integrity of the industrial chain, resulting in the success of this catering consumer goods industry.

People's demand for new consumer goods is not only reflected in the catering consumer goods, but also for cultural consumer goods. For example, the establishment of online bookstores, online concert halls, online KTV competition venues and so on. They not only increase people's spare time life, but also provide a good social platform to make many like-minded friends.

I believe you all know Eslite bookstore in Taiwan. Eslite bookstore is one of the large chain bookstores in Taiwan. It was founded by Wu Qingyou in 1989. In line with the original intention of humanities, art, creativity and life, it has developed into a composite business model with cultural creativity as the core. In the early stage, it mainly sold books on arts and humanities, and then it transformed into a comprehensive bookstore, combined with shopping malls. Now in addition to the bookstore industry, its businesses cover shopping malls, cultural and creative industries, logistics, hotels, real estate, online shopping, etc. Eslite is "the collective creation of city people". It uses the chain rather than copy business model, respects the local cultural characteristics, develops different place spirit and business content through the interactive accumulation of "people, space and activities", and shapes the cultural atmosphere in different corners and contents of the city. Eslite bookstore was selected as "Asia's best" by the Asian edition of time magazine in 2004 and "Taiwan's top 100 brands" by the Ministry of economic affairs in 2011. It has opened many branches in Hong Kong, Suzhou and Shanghai.

Perhaps some people will ask, what does the success of Eslite Bookstore depend on? I think it's "feelings". From Taiwan to Chinese Mainland and then to Hong Kong, Eslite bookstore has a large fan group. They love reading and life. They regard reading as an indispensable leisure lifestyle, and make reading integrate into the daily life of work and become the habitat of their soul. Eslite pursues the concept of enterprise development, takes books as a fulcrum, develops surrounding related industries, and steadily expands its business scope. Eslite people say that Eslite is a collective creation in this social space-time environment. Today, the book still let fans worship, at the same time, in the modern fast pace, find the best solution to let their physical and mental balance.

The benefits of reading are obvious. With today's technology level, it can completely simulate paper books. People don't have to worry about the sadness brought by the decline of paper books. As long as there are a large number of book reading fans, we can motivate better writers, produce better and more popular books, and have stories that are competitive and in line with market acceptance. Tik tok and Kwai, when people's daily leisure becomes the eagerly anticipation of which ,is not

as good as a cup of tea, a taste of the happiness and sadness brought by books, let their footsteps stop, slow down, and savor the feelings that are neglected in life. This may be regarded as a feeling. Some time ago, it was reported on the Internet that Eslite Bookstore Suzhou store has become the holy land of clock in for book lovers. The bookstore is beautifully decorated, the books are neatly stacked, and it has a relaxing leisure area, as well as the special cultural and creative products of Eslite bookstore. If reading is a trend, I would like to understand it as a new trend of cultural consumer goods. Because this kind of consumption may not immediately solve the urgent needs of consumers, but it can make people who like it get more spiritual enjoyment, which is not replaced by material, but also ignored by the fast fashion of modern urban life.

### 3. Conclusion

Today, we order from Tmall or Pupu Mall, and we can get the products we need in half an hour or one day at most. The upgrading of consumption concept brought by this new Electronic Commerce marketing mode is changing any of us. Let consumption patterns change with each passing day. Whether you admit it or not, you have to say that you are benefiting from the convenience of today's consumption mode. It's faster to compare the price of things. In a short period of time, we can quickly buy satisfactory products. The transparency of the production process allows consumers to participate more in the quality control of products, making the products more in line with the needs of the market. Among them, the value of products has been unprecedentedly prominent, high quality and good price, has become a real choice creed rooted in the hearts of consumers.

Now the new era of retail brings not only the diversification of products, but also the homogenization of products can meet different consumption habits and needs. The payment mode of Alipay or WeChat Pay has become an indispensable "Electronic wallet" in people's life. The improvement of electronic payment service is not only confined to the quality of service, but also reflected in a customized sense of participation and identity. Consumer enthusiasm has been stimulated to an unprecedented height. This can be seen from the annual Taobao annual ceremony.

Let's talk about the delicious crayfish on the table. It may just be a trend, but behind its hot sales is not only more delicious and more convenient, but also the trend of emerging consumer goods in today's society. Let's think about it. What is the consumption demand of people today? Taste, culture, or just the product itself, are not all. Perhaps it is related to all aspects of life, but it can be clear that today's information age, the arrival of the new retail era, the inherent consumption mode will inevitably be replaced. The wheel of history is always moving forward. I think in the next ten years, our life will be more and more convenient and colorful.

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