

**CHANGES IN BEHAVIOR OF CHINESE CONSUMERS  
IN 2023–2024 YEARS**

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**Summary.** *In order to better analyze market dynamics, predict market trends, and seize market opportunities, this article analyzes consumer behavior in 2023–2024 to understand the changes in consumer behavior brought about by consumption upgrades, technological advances, and social changes.*

The purpose of this article is to briefly describe the changes in Chinese consumer behavior in the past two years. This is done based on research conducted by a number of Chinese scholars.

The "China Economic Forecast and Outlook 2024" released by the Center for Forecasting Science Research of the Chinese Academy of Sciences in January predicts that consumption will continue to be the main driving force for economic growth in 2024 [0]. Consumers are intentionally controlling the pace of consumption, but at the same time, their demands are also diversified, which shows that consumers will be more cautious in choosing goods.

The innovative behavior of Chinese consumers in education is reflected in the consumption trends of college students. The post-2000s have a forward-looking consumption concept that can lead the future [0]. College students mainly consume through online shopping and attach great importance to the cost-effectiveness of goods.

According to the "Research on the Development Strategy of Ice and Snow Tourism Industry in Heilongjiang Province" [0]. The significant growth of Harbin reflects the city's development and innovation in cultural tourism and the consumer group is also more young. As an emerging form of tourism, ice and snow tourism is gradually changing consumers' travel habits and choices, and playing an important role in promoting local economic development and improving the quality of national life.

Chinese consumers prefer natural and organic products. They are very concerned about the cost-effectiveness of products. The innovative behavior of Chinese consumers in daily necessities is mainly reflected in the pursuit of healthy, high-quality, and cost-effective products [0].

Thus, Chinese consumer behavior has undergone significant innovation in recent years. Consumers are paying more attention to spending on education, travel and daily necessities and the quality of these products, reflecting their pursuit of quality life, rational consumption trend, and emphasis on health and family.

The data from these studies show that in order to successfully adapt to changing consumer behavior, Chinese and foreign manufacturers should take into account the described trends. The findings of various researchers can be used to improve companies' marketing communications, modify products, change packaging, and position a number of goods. Simple extrapolation suggests that this trend may continue in the near future, which means that manufacturers should take these trends into account in changing consumer behavior today.

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### THE POSSIBILITIES OF CONSUMER PSYCHOLOGY IN CHINESE COMPANY MARKETING

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**Summary.** *This article explores the huge impact of consumer psychology on the marketing of Chinese companies important role. The influence of consumer psychological factors such as demand, motivation, cognition, and emotion on product marketing was analyzed.*

At the beginning of product development and design, it is necessary to deeply study the self-concept of consumers and fully consider the self-identity needs of consumers, so as to create products that are more in line with the psychological needs of target customer groups, so as to improve the attractiveness and market competitiveness of products. Chinese consumers often have a strong sense of nostalgia, and companies can incorporate nostalgic elements into their designs in combination with product features. Accurately grasping consumer psychology can help Chinese companies create a brand image that is unique and resonates with consumers [1]. Improve brand loyalty: By satisfying the psychological needs of consumers, injecting emotional factors to provide high-quality products and services, and establishing a good interactive relationship with con-