

**THE WAY ORDINARY CHINESE FAMILIES
BUY NEW YEAR'S GOODS.**

WU YOU - MACD - 2021

WHAT IS
NEW YEAR'S GOODS?

SPECIAL PURCHASES

FOR THE SPRING
FESTIVAL!



NEW YEAR
SCROLLS



NEW
CLOTHES

NEW
TOYS



NEW
LANTERN



NUTS



FRESH
VEGETABLES &
FRUITS



ALL THE
THINGS
PREPARED FOR
THE NEW YEAR
& THE SPRING
FESTIVAL
ARE CALLED
NEW YEAR
GOODS

WEBCAST



LIVE ONLINE
SHOPPING PLATFORM



ONLINE
SHOP

STRICT EPIDEMIC
PREVENTION
MEASURES



SAFE
DISTANCE

1M

HEALTH
CODE



OFFLINE
SHOP

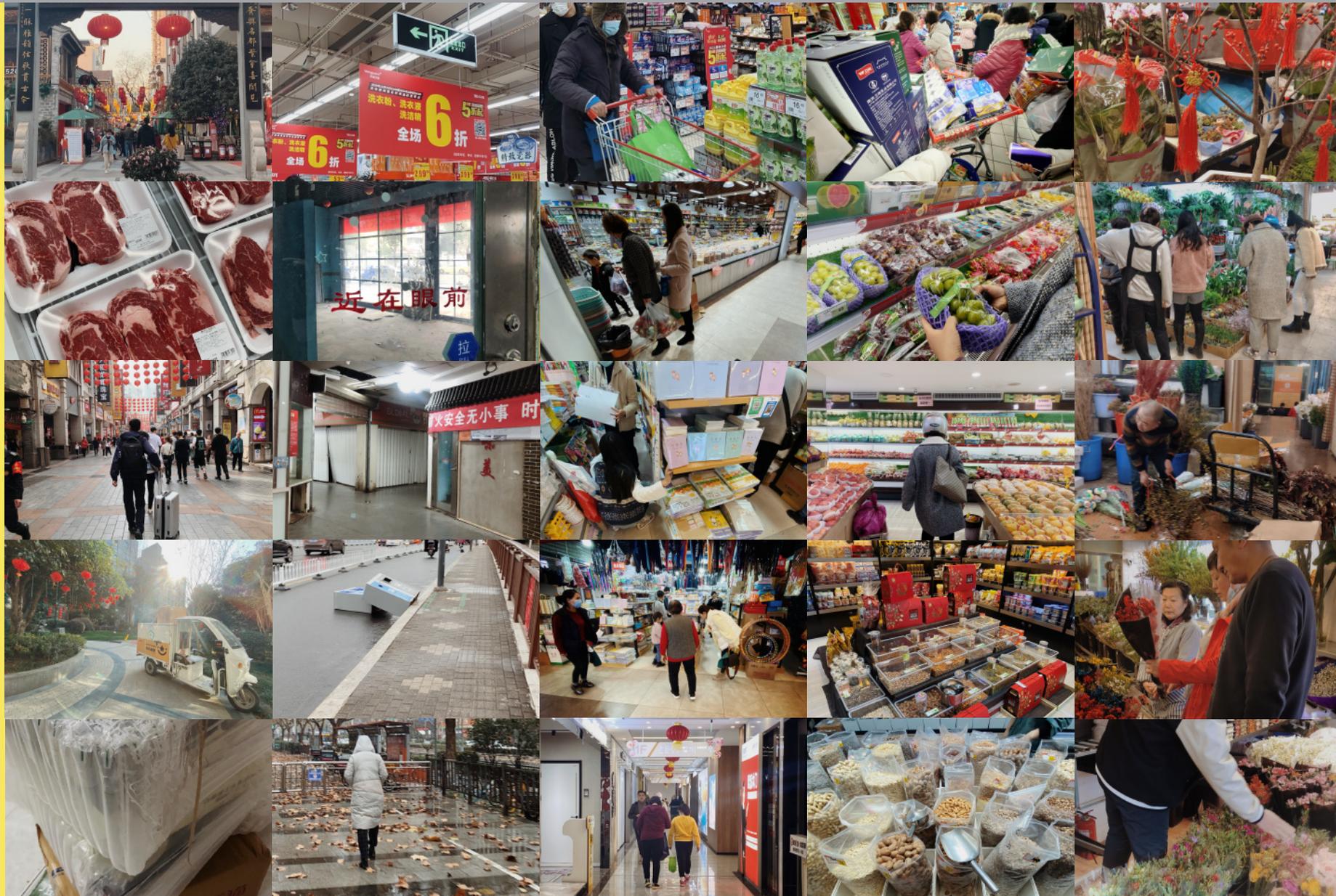
DIRECT SELECTION
OF GOODS



BODY TEMPERATURE
CHECK



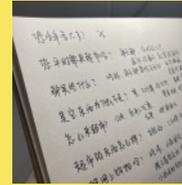
SELF-SERVICE
CHECK-OUT



The Chinese New Year is the most important festival of the year. Therefore, the preparation for it is also the most adequate and sufficient in the year. Whether it is a business or a consumer, everyone is going all out for the consumption boom of the Spring Festival. The pedestrian street, which is crowded on weekdays, will be upgraded to a new year street on the eve of the Spring Festival. There are various stalls for Chinese New Year goods on both sides of the street. In previous years, people, together with their family and friends, bought food and supplies for the Spring Festival. This year, although the epidemic still exists, people are orderly purchasing New Year goods under the guidance of the epidemic health policy. In response to the weakening of consumption power brought about by the epidemic, supermarkets carried out large-scale promotional activities throughout the venue. Compared with the New Year Street in the form of individual retail, supermarkets are obviously more dominant. People of all ages swarmed. There was a long line at the cash register. The goods in everyone's shopping cart are piled up. Obviously, daily necessities are the most popular Chinese New Year goods that people buy in supermarkets. It is the practice of most people to use Spring Festival discounts to stock up more daily necessities that they will use throughout the year, such as toilet paper and personal toiletries. This can make an outing event more meaningful, fully realizing the maximum value of the audience discount. The fruit and flower market also ushered in its peak sales throughout the year. All kinds of fruit gift boxes and refined flower bonsai are waiting to be taken home by people.

- TOP.
1. Huge discount for offline shopping attract overloaded customer.
 2. Fresh food sell better in offline stores.
 3. Travelling is also a factor that affects people's choice between online and offline.

Under the epidemic situation, the emergence of online New Year goods sales played a huge role this year. People who return to their hometown for the New Year buy New Year goods online and send them directly to their hometown. Save the fatigue of a lot of luggage during the journey. At the same time, the upsurge of online sales drove a better Spring Festival work system in the express industry. Friends, relatives and friends from all over the world can send each other local specialties of the New Year by express. In rainy weather, online purchase and delivery services can also bring convenience to people who are inconvenient to go out. So that they can purchase New Year goods smoothly.



Since the preparation time on the eve of the Spring Festival was already past when the investigation started, I followed Ms. Qiao to the supermarket. She took me to recall the scene when I came to purchase before the festival.

That day was the last rest day before the Spring Festival, and the entire supermarket was in a state of water. People are rushing to buy the goods on the shelves, and the price is not the decisive factor for them. Many hot-selling food products are out of stock. For example, the cherries gift boxes that Chinese families like are difficult to store, so the daily supply is not large. The bakery products in this supermarket are also popular products, and it is hard to see a variety of scenes like today before the Spring Festival. It can be said that if the staff put a box on the shelf, one box will be bought. But gift boxes that are easy to store like nuts and chocolate gift boxes can still guarantee basic supply and demand.

"Fruit is too heavy, I can't carry it. I can only wait for my daughter to buy it for me when I get home." 75-year-old Ms. Qiao picked up the bread on the shelf and said, her usual hobby is to go to the supermarket. But because of her advanced age, how to take the heavier products home is indeed a big trouble for her. She usually likes to look at the recent affordable promotions in the supermarket. Buy some small daily commodities. "My daughter usually buys heavy and big things for me. I heard her say that they can be bought online and they are cheap. I don't really believe in online things." Ms. Joe's daughter is 48 years old this year. Full-time housewife. I often ride an electric bike to help my mother buy heavy objects that are difficult to take home with her bare hands.

On this trip, Ms. Qiao bought a bag of bread, two bottles of bathroom cleaner, and a bag of seaweed snacks, which happened to be filled with the shopping bag she carried with her. After the end, Ms. Qiao took the bus home.

Elderly people who like to go to offline supermarkets.

TOP

1. Will buy some lighter New Year's goods in the supermarket. Heavier things need help from juniors.
2. The first reaction did not trust the online NY's goods. The real thing can dispel their doubts.

QUESTIONNAIRE

Questionnaire about the shopping mode of Chinese Spring Festival goods during the epidemic period

1. What's your gender?

OPTIONS	SUBTOTAL	PROPORTION
MALE	41	23.56%
FEMALE	133	76.44%
THE NUMBER OF VALID FILL IN THIS QUESTION	174	

2. What's your age?

OPTIONS	SUBTOTAL	PROPORTION
UNDER THE AGE OF 18	2	1.15%
18-25	95	54.6%
26-30	6	3.45%
31-40	14	8.05%
41-50	33	18.97%
51-60	21	12.07%
OVER 60	3	1.72%
THE NUMBER OF VALID FILL IN THIS QUESTION	174	

3. What's your occupation?

OPTIONS	SUBTOTAL	PROPORTION
STUDENTS	60	34.48%
OFFICE WORKER	74	42.53%
ENTREPRENEURS	5	2.87%
FREELANCE WORKER	13	7.47%
RETIREES	6	3.45%
OTHERS	16	9.2%
THE NUMBER OF VALID FILL IN THIS QUESTION	174	

4. Have you been shopping for the Spring Festival holiday this year?

OPTIONS	SUBTOTAL	PROPORTION
YES	121	69.54%
NO	53	30.46%
THE NUMBER OF VALID FILL IN THIS QUESTION	174	

5. Did you buy all your New Year goods from offline stores?

OPTIONS	SUBTOTAL	PROPORTION
YES	38	31.4%
NO	83	68.6%
THE NUMBER OF VALID FILL IN THIS QUESTION	121	

6. Are you satisfied with the Spring Festival goods purchased from offline stores?

OPTIONS	SUBTOTAL	PROPORTION
VERY DISSATISFIED	3	2.48%
DISSATISFIED	2	1.65%
JUST SO SO	46	38.02%
SATISFIED	66	54.55%
VERY SATISFIED	4	3.31%
THE NUMBER OF VALID FILL IN THIS QUESTION	121	

7. Are you willing to consider buying Spring Festival goods online?

OPTIONS	SUBTOTAL	PROPORTION
YES	121	100%
NO	0	0%
THE NUMBER OF VALID FILL IN THIS QUESTION	121	

VERY RELUCTANT	2	5.26%
RELUCTANT	2	5.26%
CONSIDER	22	57.89%
WILLING	11	28.95%
VERY WILLING	1	2.63%
THE NUMBER OF VALID FILL IN THIS QUESTION	38	

8. Which of your Spring Festival purchases are purchased from online platforms? MULTIPLE CHOICE

OPTIONS	SUBTOTAL	PROPORTION
FRESH FOOD	44	53.01%
GRAIN & NON-STAPLE FOOD	31	37.35%
SNACKS	62	74.7%
DAIRY PRODUCTS & DRINKS	21	25.3%
HEALTH CARE PRODUCTS	9	10.84%
SKIN CARE & MAKEUP	34	40.96%
FURNITURE & DECORATION	23	27.71%
COSTUME	38	45.78%
OTHERS	3	3.61%
THE NUMBER OF VALID FILL IN THIS QUESTION	83	

9. Have you bought more Spring Festival goods from online platforms this year than in previous years?

OPTIONS	SUBTOTAL	PROPORTION
YES	40	48.19%
NO	16	19.28%
ALMOST	27	32.53%
THE NUMBER OF VALID FILL IN THIS QUESTION	83	

10. What makes you more willing to buy Spring Festival goods on online platforms? MULTIPLE CHOICE

OPTIONS	SUBTOTAL	PROPORTION
ATTRACTIVE DISCOUNTS	35	52.24%
INCONVENIENT TO GO OUT (EPIDEMIC)	37	55.22%
OFFLINE STORES CLOSED	8	11.94%
MORE CONVENIENT TO BUY AND SEND ONLINE	58	86.57%
OTHERS	1	1.49%
THE NUMBER OF VALID FILL IN THIS QUESTION	67	

11. What is the proportion of the total number of Spring Festival goods that you purchase through online channels?

OPTIONS	SUBTOTAL	PROPORTION
20%	5	6.02%
40%	31	37.35%
60%	27	32.53%
80%	16	19.28%
100%	4	4.82%
THE NUMBER OF VALID FILL IN THIS QUESTION	83	

12. What is the reason for you to buy Spring Festival goods on the online platform? MULTIPLE CHOICE

OPTIONS	SUBTOTAL	PROPORTION
CONVENIENT	72	86.75%
GOODS THAT CAN'T BE BOUGHT IN OFFLINE STORES	21	25.3%
LOWER PRICE	47	56.63%
GREAT VARIETY OF GOODS	35	42.17%
ONLINE SHOPPING HABITS	47	56.63%
OTHERS	0	0%

THE NUMBER OF VALID FILL IN THIS QUESTION 83

13. Are you satisfied with the Spring Festival goods purchased on the online platform? [多选题]

OPTIONS	SUBTOTAL	PROPORTION
VERY DISSATISFIED	0	0%
DISSATISFIED	1	1.2%
JUST SO SO	13	15.66%
SATISFIED	61	73.49%
VERY SATISFIED	8	9.64%
THE NUMBER OF VALID FILL IN THIS QUESTION	83	

14. What is the main reason for your disappointment? MULTIPLE CHOICE

OPTIONS	SUBTOTAL	PROPORTION
I DIDN'T BUY WHAT I NEEDED	13	17.33%
EXPRESS DELIVERY TAKES TOO LONG	38	50.67%
EXPRESS VIOLENT TRANSPORTATION	17	22.67%
GOODS DO NOT CORRESPOND TO THE DESCRIPTION	25	33.33%
THE GOODS ARE OF POOR QUALITY	15	20%
OTHERS	4	5.33%
THE NUMBER OF VALID FILL IN THIS QUESTION	75	

15. What is the main reason for your satisfaction? MULTIPLE CHOICE

OPTIONS	SUBTOTAL	PROPORTION
THERE IS AN AMPLE VARIETY OF GOODS	40	59.04%
THE GOODS ARE OF GOOD QUALITY	22	26.51%
I GOT MY FAVORITE NEW YEAR GOODS	31	37.35%
THE PRICE IS REASONABLE	51	61.45%
SAVE BOTH TIME AND LABOUR	57	68.67%
OTHERS	0	0%
THE NUMBER OF VALID FILL IN THIS QUESTION	83	

14. What is your monthly income?

OPTIONS	SUBTOTAL	PROPORTION
LESS THAN RMB 500	4	3.31%
501-3000 RMB	16	13.22%
3001-6000 RMB	18	14.88%
6001-9000 RMB	19	15.7%
9000-12000 RMB	15	12.4%
MORE THAN RMB 12000	20	16.53%
CAN'T TELL	29	23.97%
THE NUMBER OF VALID FILL IN THIS QUESTION	121	

TOP:

Female, 18-25, students & office worker

buy Spring Festival goods online → satisfied

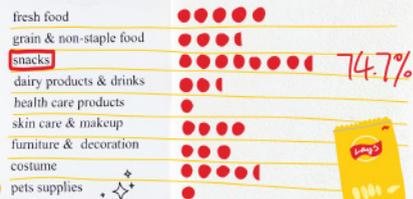
almost 50% SF goods were from online platform

→ satisfied

income > 9000 RMB



8. Which of your Spring Festival purchases are purchase from online platforms?

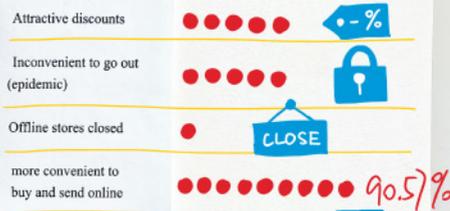


TOTAL 62

Summary.

- 62 samples bought snacks online for the Spring Festival. *the most*
- Health care products & pets supplies are less in demand online during the Spring Festival.

10. What makes you more willing to buy Spring Festival goods on online platforms?

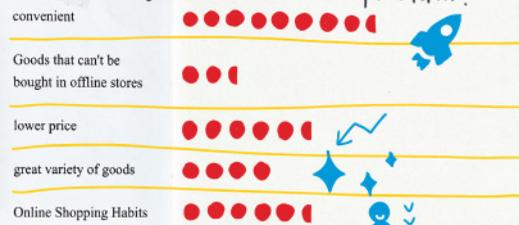


TOTAL 53

Summary.

- 48 samples feel that it's more convenient to buy and send online so that they are more willing to buy Spring Festival goods on online platforms.
- The epidemic's impact on offline stores has had little impact on people buying Spring Festival goods.

12. What is the reason for you to buy Spring Festival goods on the online platform?



TOTAL 83

Summary.

- Almost all the samples who has online shopping habits are 18~25 ages. *and satisfied with that*
- Almost all the samples who shop online for convenient are students or office workers. *busy?*
- So as lower price.

14. What is the main reason for your disappointment?



TOTAL 75

Summary.

- Half of the samples who feel the express delivery takes too long have bought fresh food. *food spoilage.*
- Goods do not correspond to the description. *↳ fresh food & snacks.*

15. What is the main reason for your satisfaction?



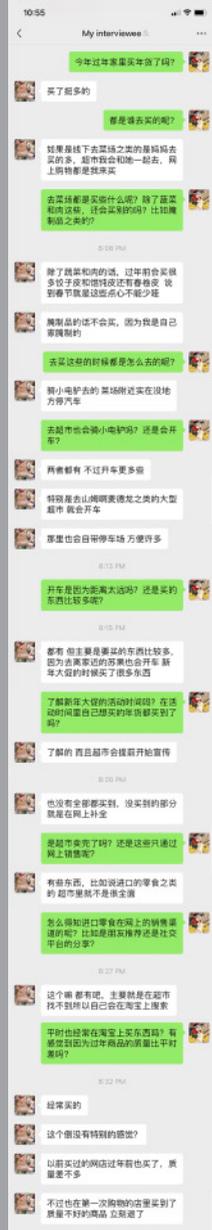
TOTAL 83

Summary.

- More than half of the samples who feel there is an ample variety of goods bought more Spring Festival goods than they did in last year.
- Almost all the samples who want to save time and labour meet their expectations.

Handwritten notes: almost 50% of goods are from online platform. more than 90% RMB.





Q. Did you buy Chinese New Year goods at home this year?

A. I bought a lot.

Q. Who bought it?

A. If it means going offline to the vegetable market, my mother has bought a lot. I go to the supermarket with her. I do all the online shopping.

Q. What do you buy when you go to the market? Besides vegetables and meat, do you buy anything else? Such as pickled products?

A. In addition to vegetables and meat, I will buy a lot of dumpling wrappers, wonton wrappers and spring roll wrappers before Chinese New Year. Speaking of the Spring Festival, these dim sums can't be missed. I won't buy pickled products because I made them at my own house.

Q. How did you go to buy these?

A. I rode a small electric donkey. There is really no place to park cars near the market.

Q. Do you also ride an eDonkey when you go to the supermarket? Or by car?

A. I use both, but I drive more, especially when I go to large supermarkets like Sam and Metro, I can drive, and there will be parking lots there, which is much more

New Year's reasons?

A. I often shop on Taobao. I don't have a special feeling about this. I bought it from the online shop I used to buy before the Chinese New Year, and the quality is similar. However, I bought goods of poor quality in the shop where I shopped for the first time and refunded it immediately.

Q. It seems that you have a lot of experience in online shopping. Are there any things you can buy for your family in the New Year goods you buy?

A. Yes. I bought chocolates for my mom and lighter oil for my dad. I also helped my grandfather buy Tianjin specialty dim sum and sesame oil mung bean cake. Now many stores don't make them, so I bought them online. There are also some facilities at home that need to be replaced, such as showers.

Q. Is it because family members do not use online shopping platforms? Or is it another reason?

A. Yes, grandpa definitely won't. Although my parents can shop online, they are not as skilled as I am, so I do it for them.

Q. Are the family members satisfied with the new year products bought online? Does buying New Year's goods online improve your family's New Year happiness?

convenient.

Q. Is it because the distance is too far? Or do you buy more things?

A. Both, but the main reason is that there are more things to buy, because you can also drive when you go to Suguo, which is close to home. I bought a lot of things during the New Year's promotion.

Q. Do you know the event time of the New Year's promotion? Have you bought all the new year goods you want to buy during the event time?

A. I understand, and the supermarket will start promotion in advance. Not all of them are bought, and the parts that are not bought are completed online.

Q. Is it sold out in the supermarket? Or are these only sold online?

A. Some things, such as imported snacks, are not comprehensive in the supermarket.

Q. How do you know the online sales channels of imported snacks? For example, is it recommended by friends or sharing on social platforms?

A. Well, there are all of them, mainly because they can't be found in supermarkets, so I will search on Taobao.

Q. Do you often buy things on Taobao? Do you feel that the quality of the goods is worse than usual because of

A. It is basically satisfactory, but there are some defective products, for example, the shower head is cracked, because it is a quality problem, I will return it after getting it. I think there is an improvement, and I am happy to buy something that is not easy to buy offline.

Q. One hour of shopping in the supermarket or one hour of Taobao on your mobile phone, which one do you think is more tiring? why?

A. I feel that looking at the mobile phone is more tiring, because looking at the mobile phone Taobao can not really see the goods entity, the eyes will be very tired. And there are too many choices, and there is no way to compare quality without entities. I think going to the supermarket is more fun, and there are some tasting sessions, which is very interesting. I often shopped for an hour on Taobao but didn't buy anything in the end.

Q. Which kind of exhaustion and disappointment of not being able to buy what you want offline, do you think is more annoying?

A. If it is a necessity, I think it will be more annoying if it is not available.



TOP.

1. It's more convenient to buy traditional New Year's Goods in offline stores.
2. The elderly at home also have online shopping needs.
3. Online shopping is very convenient, but the quality cannot be guaranteed.

NEW YEAR GOODS PERSONA

JANE ZHANG SHOPPING PERSONA

PERSONAL INFORMATION

AGE 25

GENDER Female

OCCUPATION Office worker

INCOME 9000 RMB

FAMILY MEMBER

PARENTS, GRANDMOTHER

PERSONAL CHARACTERISTICS

Poor eyesight but wear contact lenses for beauty.

Don't like to go out, but sometimes go shopping with family and friends.

ENVIRONMENT / BEHAVIOR

LIFESTYLE Work 5 days a week and occasionally work overtime on weekends. Live with parents.

SPARE TIME Go to the supermarket once in a while and like to play with my mobile phone most of the time.

PAIN POINTS

Offline shopping channels cannot meet all shopping needs.

Online shopping platforms cannot really feel the products.

MOTIVATION / GOALS

One step shop.

Shop easily and quickly.



NEW YEAR GOODS EMPATHY MAP

THINK and FEEL

Are offline discounts cost-effective or online discounts cost-effective?

Will the ones bought online be fake?

Quality issues make me unhappy.

I was disappointed that I didn't buy it in the offline store.

Sorry, it is sold out.

Is the one my family wants to buy available online?

Too much walking is very tired.

Sold out.

Sorry, this one is not sold.

Did I buy it all?

It's not convenient to buy too much at once.

The product is damaged.

Price can not go any lower.

Looking at the phone for too long, the eyes are tired.

The target product is missing.

These are all just arrived.

Are there other similar products?

Too many people in the shop.

Sorry, let's change it for you.

Too many options on online platforms.

This can be returned, you can apply for a refund directly.

Vague product description.

You can get 20% off if you buy these two together.

Imported goods that are not on the market.

I am very pleased to serve you.

Products that cannot be bought locally.

Come and buy something next time.

Epidemic prevention requirements.

This store will not open in the future.

How much is it?

Delivery progress has stalled.

Thanks for your patronage.

Can it be cheaper?

Is there something for sale?

Over 300 minus 20 discounts.

Help me buy it.

How is this quality?

Is the size accurate?

No parking space.

Is the postage included?

Send Express.

Return and exchange.

Experience products in offline stores.

Compare prices with online platforms.

Stock up on the online platform.

Go to offline stores to buy traditional New Year goods

SAY and DO

HEAR

SEE



