

Research on Enterprise Marketing Strategy based on Consumer Behavior

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Abstract: Consumers in the market is the general existence as God. Their purchase behavior decisions are constantly changing, but also affected by various factors. After the research of relevant scholars, consumer behavior generally has two characteristics. The first is that the behavior of consumers is constantly changing, so that a lot of research on consumer behavior has made a certain products. The specific target group's restrictions can only keep up with the rhythm of the ever-changing era when the market's background is fully respected to fully understand the rhythm of the ever-changing era; the second consumer's behavior itself is also subject to the outside world. The result of a variety of factors are also the result of a combination of factors. The company needs to know what they are thinking and what they are interested in, in order to develop a marketing strategy that can have better sales results. Only this comprehensive and in-depth understanding of consumers can be a good way to develop appropriate marketing strategies.

1. Introduction

With the development of China's economy, the market has become more prosperous. As the main body of market economy activities, consumers play an increasingly important role in the product purchase market. The purchase behavior of consumers plays an important guiding role in the arrangement and scheduling of production plans and the formulation of marketing strategies. Therefore, the marketing of enterprises must be based on the satisfaction of consumers' needs and the realization of hope. The formulation of specific marketing strategies needs to fully consider the behaviors of consumers and the psychological characteristics of purchasing. Because the consumer's purchasing behavior directly determines the market acceptance and sales of the company's products, directly affecting the value realization of the product and the growth of profits. Therefore, enterprises should fully study consumer psychology and purchasing behavior, and use this as a baton of enterprise product marketing, guide the formulation of corporate marketing strategies, and test the specific effects achieved by corresponding marketing methods. This paper studies consumer behavior and guides enterprises to formulate corresponding marketing strategies based on consumer behavior, which has certain practical significance and theoretical value.

2. Consumer behavior analysis

The so-called consumer behavior refers to the behavior exhibited by the individual or group of the buyer in the economic activities to select, buy, use and dispose of the corresponding products in order to satisfy their own needs and desires. The meaning of consumer behavior can be elaborated from three aspects: First, consumer behavior is a continuous behavioral process. It refers not only to the consumer as the customer of the corresponding enterprise's product, but also the short-term action of buying the product. It involves a longer period of time, from the consumer's purchase intention to the completion of the purchase process, and a relatively long-term behavior of the customer using the product and after-sales service. Second, consumer behavior is not a single behavior of consumers, but a whole process in which products are exchanged between buyers and sellers. It also includes the relevant behaviors of each purchase stage before and after the purchase. This is also a factor that companies must fully consider when researching consumer behavior. Third,

consumers will be affected and influenced by different people in the process of purchasing goods. These subjective and objective factors will lead to changes in consumer behavior.

We refer to the analysis of consumer behavior characteristics and consumption structure as the consumer model. The research on consumer behavior patterns has yielded a lot of results and has a relatively mature theory. The most widely used is the stimulus--reaction behavior pattern. There are two internal and external stimuli for consumer purchase behavior: First, stimuli from external environmental conditions. Generally, these factors are uncontrollable factors for enterprises. Including macroeconomic conditions, national policy orientation, regional cultural characteristics, corporate technical conditions, etc.; Second, factors from the enterprise itself, but also the main factors stimulating consumer behavior, including corporate products, commodity prices, marketing channels and promotions. These factors together form a stimulus to consumers, and consumers form a response based on their own demand for products, and have a clear understanding of product selection, price positioning, purchase channels, purchase quantities, etc., and proceed to the actual situation. Implementation of the purchase behavior. Therefore, from the perspective of the stimulus--response model, the consumer behavior is studied, and the corresponding commodity pricing strategy and channel marketing method are selected to better realize the marketable way.

With the development of China's economy, wealth has expanded unprecedentedly, and consumers' choice of goods is rich in quantity, brand, or function. In addition, the current living standards of people continue to improve, and the purchasing power of consumers is greatly enhanced. As a result, consumer behavior is constantly evolving. The overall development trend is as follows:

With the development of information networking, e-commerce has become one of the main channels for product sales, and gradually shows a trend that rivals traditional sales channels. Because of the convenience, diversification, and simplification of online shopping consumption, consumers can be free from time and space constraints. Home-based products can be used to select the products they need, and they are increasingly favored by consumers. Especially in the youth consumer group, online shopping has evolved into a mainstream consumption method.

Although the products are gradually becoming more and more diverse, correspondingly, the needs of consumers are increasingly diversified and personalized. Consumers are more inclined to purchase products that are tailored to their own characteristics and are no longer satisfied with the demand for popular goods. People often use personalized product choices to express individualized characteristics and meet their own needs. The individualization of the individual needs of consumers has caused the diversification of the needs of the consumer groups. Therefore, this requires that the goods need to pay more attention to the development of diversification.

Due to the large selection of commodities, the original seller market has gone forever, and the commodity market has moved to the buyer's market. Consumers are faced with the products of the fish, they generally do not blindly choose, nor will they trust the various promotional information of the merchants, but patiently collect all kinds of information, and fully compare the various attributes such as price, quality and brand. Then, the purchase decision is made, showing a relatively obvious rational purchase decision process.

Due to the sufficient quantity of goods on the market, the brand is rich, and the space for consumers to choose is larger; and in order to win consumers, each merchant has occupied a larger market share, and constantly adopts various marketing means to attract customers. Faced with the strong promotion of competing products, consumers' buying patterns generally no longer stay in habitual consumption, but start simple consumption decisions, try and choose multiple brands, no longer keep an eye on a commodity, and thus The loyalty of a certain brand of goods is slowly decreasing.

3. Relationship between consumer behavior and marketing strategy

There is a mutual influence between consumer behavior and marketing strategies. On the one hand, consumer behavior affects marketing strategies. In the new economic era of rapid development of science and technology, the speed of product launch is dizzying, the supply of

goods is abundant, and the buyer's market with oversupply is formed. The sales of goods are increasingly difficult, the competition among enterprises is intensified, and the rational formulation of marketing strategies becomes the key to increasing market share. Before developing a marketing strategy, it is necessary to clarify how consumers feel about competitive brands, which consumers buy them, what are the reasons, and under what circumstances consumers buy and use these competitive products. Through the research and analysis of consumer behavior, we can better understand who is the target consumer, can produce what the consumer wants, can use the target medium and new media, and can get closer to the consumer. In short, the more you know about consumers (including theories and methods of analyzing consumers), the greater the chances of developing a successful marketing strategy. On the other hand, marketing strategies also influence consumer behavior. A marketing strategy is a plan to influence consumer behavior to achieve organizational goals, with the goal of influencing consumers. Marketing is actually the use of marketing strategies and tactics to create or change people's behavior, so that behavior has a positive impact on the company or individual [3]. Consumer behavior analysis is the basis for the formation of marketing strategies, and consumers' reactions to the overall product determine the success or failure of these strategies. In general, marketing strategies are primarily to increase the likelihood and frequency of consumer purchases. On the other hand, the marketing factor of the enterprise is part of the environmental factor, which naturally affects the psychological process, personality and external behavior of the consumer. Usually, the innate temperament and personality are difficult to change, and the needs and desires are easy to change. The beliefs and values of the day after tomorrow are difficult to change, while attitudes and habits are easy to change [4]. The marketing strategy is based on market research, through the development and implementation of marketing mix for selected target markets, in order to achieve the purpose of affecting consumer behavior.

4. Corporate marketing strategies based on consumer behavior

The development of a company's sales strategy must first understand the specific user groups of the enterprise products, understand the target customer base, and maximize the satisfaction of their needs. With a general orientation, you need to be able to position the direction accurately. The biggest choice is to use some market segments as your target market and concentrate the original resources of the enterprise to concentrate on marketing. The second is Need to be able to highlight the difference between themselves and their competitors, using the differentiated approach to the next precise positioning, in general, the establishment of differentiation has the following aspects: products, services, design. Companies need to objectively recognize the realities of each aspect of their own to give more definitions to these variables so that they can seek the best combination. Companies can not only avoid blind competition with competitors, but also get more Good income.

For a commodity, consumers generally pay attention to two aspects, namely, brand and price. The most effective way is to occupy the customer's brain through large-time advertising, and enhance customers' perception of their own brand. Correspondingly, various product promotion activities are carried out to increase product sales, and in the promotion method, it is also necessary to increase product sales through various promotion combinations.

Consumers' long-term purchase behaviors are affected by the information of various businesses such as promotional advertisements. The merchants themselves can influence consumers' consumption behaviors through advanced marketing methods and techniques, and then guide their purchase decisions. If you want to achieve this kind of influence, you need to have a good analysis of the marketing of the enterprise in the process of enterprise marketing to analyze the psychological needs of consumers, and appropriate matching with various techniques to ensure that the company can get better. Marketing effect.

In the marketing of enterprises, it is very necessary for the establishment of brand loyalty customers. To do this requires several joint efforts: the sales staff of the enterprise must realize that the services attached to the products are also part of the product composition, marketing itself. It is also a service to provide better service to gain customer recognition. The realization of this point

needs to be able to reshape the concept of each person from top to bottom of the enterprise, provide better training for the employees of the enterprise, improve the service, and establish a perfect customer data management system to regularly serve the customers. Relationships are maintained.

Product promotion is the main means to attract old customers to buy back and new customers to try to buy, and it is also one of the main ways for merchants to increase merchandise sales and product popularity through small profits but quick turnover. First, actively participate in industry concentrated promotion activities. Enterprises should pay close attention to the trends of their industry in a timely manner, especially the industry's concentrated sales or promotion activities should actively participate, in order to improve the brand awareness of the industry and grasp the quality customer base. Second, we must be brave in innovation and carry out discount activities on an irregular basis. Enterprises should, according to the requirements of their own products, aim at product market trends and consumer demand characteristics, timely plan and implement various promotional discount activities to attract consumers' attention and achieve the purpose of guiding consumers to purchase.

An advertisement is a communication activity carried out by an advertiser on a commodity, an idea or a service under paid conditions. In a certain sense, advertising is a commercialized communication activity with persuasive purposes. It is persuasion, not pressure. Advertising is to use legal means, using certain symbols (including linguistic signs and non-verbal symbols) to convey commodity information, labor information, and concept information, affecting the target consumers' attitudes toward goods or services, and ultimately achieving consumer Purchasing behavior that benefits advertisers. The well-known principle of AIDMA in modern advertising theory also reflects the importance of advertising persuasion: excellent advertising should first cause the target consumer's Attention (attention), provoke the interest of the product, and trigger the purchase of advertising products Desire (Desire), advertising information is consumed by the consumer Memory (memory), which ultimately leads to the purchase of Action (Action) [5]. In these five steps, advertising persuasion has played a big role in changing consumer attitudes.

As the level of market development and living standards continue to increase, the rational consumption power of consumers continues to increase. Traditional product-oriented marketing strategies have gradually disappeared, and marketing activities that are not related to consumers can no longer please them. Instead, companies only use products as their creativity, service as a stage, and business as props to create an experience that is unforgettable for consumers. At the same time, they must constantly interact with them to closely integrate product benefits and their lifestyles. The value concept and communication proposition are closely integrated with the values of consumers and the beliefs of life, and consumers will generate purchasing actions.

From an economic perspective, price is the monetary performance of commodity value. In the traditional notion, price is the main determinant of consumers' choices. As the consumer market continues to mature, non-price factors are even more important in the consumer purchase decision process. Even so, price factors still play an important role in consumer purchasing decisions. Since consumers have limited income for a certain period of time, at the same time, goods that can be consumed by people are always present in the market at a certain price. Therefore, in order to meet the consumption needs, consumers must choose among various commodities according to their own income status and according to the price level of different commodities. For example, consumers with high income and light burden may choose more high-end goods because of the looser economic conditions; consumers with less income or heavy burden may choose more middle and low-end goods. Another example is that people expect that prices will not change much in the future or will change at a fixed rate, so there will be no snapping behaviors caused by rising prices. Generally speaking, the higher the price, the greater the thrust on the consumer, that is, most consumers may be pushed out from the ranks of such buyers; on the contrary, the lower the price, the greater the pull on the consumer, that is, the more It is possible to pull people into the ranks of buyers of the item. However, this phenomenon is not absolute. In real life, some consumers are proud of buying expensive products because of certain preferences or consumer psychology, regardless of the high price. This requires marketers to make a more in-depth analysis. .

Total Quality Management is an organization that conducts a broad and organized management of all production processes, products and services, and continually improves the quality of work. For goods, consumers are most concerned about quality. If quality is not enough, then even the best marketing strategy can not increase consumers' desire to buy. Studies have shown that there is a close relationship between product service quality, customer satisfaction and company profitability. Higher quality leads to greater consumer satisfaction, while also supporting higher prices and lower costs. Therefore, quality improvement programs usually increase profitability. A well-known market share impact on profit research shows a high correlation between product quality and company profitability. At the same time, total quality management is the key to creating value and consumer satisfaction. Total quality management is everyone's job. If the company wants to maintain a high market share in the market competition and is profitable, there is no choice but to accept total quality management.

5. Conclusion

Consumer behavior has an important guiding role in corporate marketing activities. When formulating commodity marketing strategies, enterprises should pay full attention to the behavioral characteristics of consumers while considering the production cost and profitability of commodities, and truly take consumer behavior as Guided to develop marketing strategies and improve the marketing tools of goods, in order to achieve the marketability and value added of goods. Therefore, enterprises can continuously improve the market coverage and visibility of products, improve the market competitiveness and the level of realization of products, and thus promote the continuous development and growth of enterprises.

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