

## Research on Early Warning Index System of Enterprise Marketing Management Based on Consumer Behavior

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**Abstract:** Enterprise marketing management can not only study consumption needs in isolation, but also play an important role in enterprise marketing only by studying consumers and their behavior comprehensively and profoundly. In order to quantify marketing risk scientifically, we should first establish a scientific evaluation index system. Therefore, the construction of early warning evaluation index system and the quantitative comprehensive evaluation method of marketing risk are the focus of this paper. Based on the theory of marketing management, crisis management theory and early warning theory, this paper analyzes the connotation, factors, movement principle of enterprise marketing crisis and the methods and principles of enterprise marketing crisis early warning management. On this basis, a crisis early warning indicator system was constructed. If enterprises want to stand out in the fierce market competition, they must thoroughly analyze consumer behavior and implement differentiated marketing strategies.

### 1. Introduction

Any enterprise operates in a certain marketing environment. It can bring both market opportunities and threats to enterprises. The good operation and development of an enterprise is the result of making full use of the favorable conditions in the marketing environment and avoiding the unfavorable conditions [1]. The early warning management index system of enterprise marketing organization is an integral part of enterprise marketing management index system. Designing and applying early warning management index of marketing organization is the requirement and task of enterprise marketing management. As an important subject in market economic activities, consumers are closely related to production and operation enterprises [2]. Enterprises must analyze consumers' psychology and behavior before production in order to meet consumers' needs. As industry competition intensifies, companies must continue to innovate in order to produce more products that meet consumer needs, and consumers will have more choices in the brand. Market segmentation has been refined to the level of consumer segmentation, and all of these marketing practices have placed higher demands on consumer behavior research [3]. With the increasingly complex market competition environment, the risk awareness of business operators has gradually increased. Many enterprises have raised their risk management from the daily business activities mainly undertaken by the finance department to the overall management level of the enterprise and highlight the long-term Strategic management status.

Enterprise marketing can only make the marketing play a role in the development of the consumer, and the consumer's consumption behavior has an important influence on the marketing situation of the enterprise. The marketing system is the lifeblood of the whole enterprise. Once the marketing system has obstacles, the whole enterprise will face a huge crisis [4]. Marketing crisis management can reduce the risk and crisis of the marketing system, ensure the normal operation of the enterprise marketing system, and give the enterprise a continuous development momentum. This paper combines the emerging enterprise early warning management theory with marketing management theory and risk management theory, takes enterprise marketing risk as the research object, and comprehensively uses the knowledge and methods of multi-fields and multi-disciplines to warn and prevent various risks in enterprise marketing process. Provide new marketing concept for enterprises, in order to solve some problems in experiential marketing practice, so that enterprises can get better market performance.

## **2. The Formation of Enterprise Marketing Crisis Early Warning System**

### **2.1 Collection and Collation Function of Enterprise Marketing Information**

Marketing management early warning refers to the function of enterprise marketing management system in preventing, correcting or avoiding marketing errors and marketing fluctuations. It is the "safety" ability to ensure that the function and order of enterprise marketing management system is in a reliable and controllable state [5]. Marketing crisis early warning system must be based on complete information. With complete information resources, the early warning system can accurately judge the business status of enterprises through comprehensive analysis. Under the market economy, enterprises are economic organizations that independently engage in management activities, operate independently, bear their own profits and losses, self-restraint and self-development. Enterprises compete fairly according to the "rules of the game" of market economy, and the fittest survive and the fittest survive [6]. Consumers' demand, consumption habits and purchasing behavior are deeply influenced by economic and non-economic factors, and the impact of each factor on consumers' purchasing is different. People's psychological activities tend to dominate and control their behavior. The process of consumer demand and purchase behavior is actually the process of psychological activity in the entire consumption activity. Consumers' psychological activities are susceptible to perceptions, needs and attitudes. Marketers should reasonably formulate marketing strategies based on the different behaviors of consumers at each stage of purchase to achieve the purpose of influencing consumers' purchasing decisions. Any marketing risk occurs under certain conditions and conditions, and it has its own special nature, content and characteristics. Therefore, the primary function of the enterprise marketing crisis early warning system is to complete the collection and management of enterprise marketing information, and provide a solid data foundation for accurately evaluating the marketing status of the enterprise.

### **2.2 Analysis and Evaluation of Enterprise Marketing Crisis**

From the analysis of risk factors of marketing, we have seen that the prediction of marketing risk is a multi-factor process. There are many indicators of its essential characteristics, some of which can be measured, and some of which are not quantifiable. Due to the complexity and variability of the marketing environment, we design the marketing risk early warning indicator system from the environmental factors affecting marketing. At the same time, according to the content and performance of environmental factors, the early warning indicators can be constructed according to the characteristics and classification of the influencing factors. This means that consumer behavior is not an isolated personal physiological response, but a reaction of the individual's external conditions, and this reaction has an interactive nature of interaction, that is, to understand consumers [7]. Scientific marketing crisis early warning system should be a tool for enterprises to fully understand their marketing situation and make reasonable judgments. It can objectively reflect the basic characteristics of enterprises, comprehensively and comprehensively evaluate the marketing management status of enterprises, and timely respond to the phenomenon of marketing crisis and its causes and development process. The early warning index system of enterprise marketing organization management is a series of interconnected indicators which can sensitively reflect the marketing status and existing problems. Marketing risk is a special form of the occurrence, performance and impact of uncertain events on the marketing activities and results of market participants. Through the analysis of these factors, enterprises can grasp the regularity of consumers' purchasing behavior and provide the basis for marketing decision-making.

### **2.3 Prediction and Alarm Function of Enterprise Marketing Crisis**

Based on the known information and information, the possible development trends of the factors involved in the marketing crisis of enterprises are analyzed, and the future results are predicted. The concept of comprehensive marketing is based on the development, design and implementation of sales plans, processes and activities, but at the same time, it deeply recognizes the breadth and interdependence of the above marketing plans, processes and activities. Consumer's purchase decision can be seen as a result of behavior. Marketing and advertising focus on this kind of

transaction behavior which translates into purchase decision and purchase behavior. Marketing risk is formed by the unconscious behavior of the marketing subject. The marketing subject makes mistakes without being aware of them, and bears these mistakes and their consequences unconsciously. Because different types of enterprises have their specific marketing organization risks at different times, this requires that the early warning indicators are highly generalized and reflect their most essential and important performance. When the marketing crisis phenomenon is warned, the marketing crisis early warning system actively prevents and controls the marketing management errors and fluctuations, and corrects the mistakes, which promotes the self-equilibrium of the marketing management process in the unbalanced state. The comprehensive evaluation of marketing risk is a typical comprehensive judgment problem involving multiple factors, and the influence degree of many of these factors is often determined by people's subjective judgment. When setting up the risk early warning management indicator system, we should consider the coverage of the indicators as much as possible, and focus on the selection, while taking into account the quantitative analysis of qualitative indicators, in order to better alert the risks.

### **3. Construction of Early Warning Index System for Enterprise Marketing Crisis**

#### **3.1 Selection of Early Warning Indicators for Marketing Crisis**

To realize the function of enterprise marketing crisis early warning system, the premise is to establish a scientific and reasonable crisis early warning index system. The early warning index system of marketing crisis is a highly generalized and sensitive monitoring point reflecting the marketing activities of enterprises. Requirement index system can accurately and sensitively reflect all kinds of risks of marketing organization and timely reflect the true state of marketing organization management. The causes and consequences of marketing risk are complex, including its causes, manifestations, influence and effect. That is to say, the causes of marketing risk are complex: internal and external; predictable and unpredictable. According to the degree of familiarity with products and the risk of purchase decision, consumers' purchase behavior can be divided into complex purchase behavior, selective purchase behavior, simple purchase behavior and habitual purchase behavior. Comprehensive marketers believe that every detail in marketing practice is particularly important, and that a broad, integrated perspective is indispensable. The early warning indicators are required to have accurate numerical performance, including objective existing indicators that can be directly obtained through statistical surveys, such as changes in market share, and subjective indicators that are evaluated by scoring methods. The marketing crisis early warning indicator system is a collection of indicators with intrinsic links reflecting the marketing situation. It is an information system that reflects the quantitative performance and quantity relationship of corporate marketing activities from multiple perspectives and levels.

#### **3.2 Preliminary Structure of Early Warning Indicators for Enterprise Marketing Crisis**

Due to the increase in consumption levels and the expansion of the middle and high income consumer groups, consumers not only consider the function of products or services, but also pursue their added value and pursue their popularity. The index system of enterprise marketing early warning system is to analyze the police source of marketing early warning indicator system according to the method of system analysis, and divide it into several parts and sides to construct a framework of marketing early warning indicator system. In order to comprehensively and comprehensively evaluate and reflect the risks faced by enterprises in marketing and corporate marketing, we should have auxiliary indicators and related sensitivity indicators in addition to the main indicators in the setting of early warning management indicators. After the establishment of the index system of marketing risk, it is necessary to use the index system of risk to predict the risk, and then prepare for the alarm of risk to forecast and evaluate the marketing risk. When selecting early warning indicators, if the selection of indicators is not comprehensive, some important evaluation indicators may be omitted, which is detrimental to the objectivity and comprehensiveness of comprehensive evaluation. Early warning indicators are required to really

play the role of warning signals and pre-control functions in advance. The formulation of early warning indicators is mainly aimed at pre-prediction, early warning, prevention, and early warning, prevention and pre-control in the process. Marketing risk is not invariable. It changes with certain conditions, or strengthens or weakens. There are quantitative increases and decreases and qualitative changes, as well as the disappearance of old risks and the emergence of new risks. Finally, due to the lack of integrity of some businesses, the safety of consumers' purchase is reduced and the purchase risk is increased, which leads to more cautious and rational purchase decision-making process.

Marketing strategy is based on the needs of customers, according to past sales experience to predict consumer demand and purchasing power, so as to arrange various marketing activities in a planned and organized manner. Therefore, in marketing activities, despite the ever-changing needs of consumers and different purchasing behaviors, they are all based on the process of psychological activities. For some risks, people have fully grasped or partially grasped the law of their existence and occurrence. People can enhance their ability to predict risks and take various means to control and eliminate the factors that lead to risks, thereby eliminating or reducing the losses caused by risks. As an independent variable, the early warning indicator will inevitably cause changes in the target of the dependent variable. Only when the independent variable has a high correlation with the dependent variable can this indicator be selected as an early warning indicator because different types of enterprises have their specific marketing organization risks at different times, which requires the warning indicators to be highly generalized. Can reflect its most essential and most important performance. After clarifying the overall positioning, the market should be further scientifically and effectively segmented and one or several market segments should be selected as its target market, with limited human and material resources, and centralized marketing. Because early warning systems require timely and effective information and require a lot of relevant industry information and macro policy information, companies are required to have a good information management foundation.

#### **4. Conclusion**

Currently, marketing activities are inseparable from the analysis of consumer behavior. The consumer demand of consumers is more and more complex and diverse, and the requirements for products are getting higher and higher. Therefore, if enterprises want to gain an advantage in competition, they must closely combine the characteristics of consumer consumption and analyze the trend of changes in consumer behavior. As enterprises gradually become the mainstay of the market and economy, the early warning theory with the corporate marketing crisis as the research object should have an increasingly important position. Establishing a systematic, scientific and operational enterprise marketing organization early warning management index system is an effective means for enterprises to avoid risks and get out of adversity. For enterprises that are in marketing crisis or on the verge of bankruptcy, because the input information and judgment criteria for the realization of system functions are derived from the historical data of enterprises, there may be false alarms when they input marketing information in abnormal period. Based on the research results of risk management and early warning management at home and abroad, this paper applies the principles and methods of early warning to the field of enterprise marketing, and tries to innovate in the design and method research of early warning evaluation index system of marketing risk. In the process of implementing the strategy, paying close attention to the development and change of the situation will surely gain the trust and recognition of consumers to enterprises, and thus achieve good development.

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