

# Research on Consumer Behavior Change and Enterprise Coping Strategies in Network Marketing Environment

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**Keywords:** network marketing; consumer behavior change; corporate response strategy.

**Abstract:** Today, the network environment in the era of big data has become the most popular, favorite and dependent network. The reason why it has such a high status is because it contains rich and reliable data and timely and effective information, which provides people with great convenience and enjoys unprecedented network treatment. In this environment, consumers' consumption psychology and behavior are also changed. If enterprises want to develop for a long time and steadily, they must find out the coping strategies from the changes in consumers' behavior. This paper deeply discusses the changes in consumer behavior and corporate coping strategies in the network marketing environment, and proposes some effective measures to enable enterprises to develop steadily in the Internet environment.

## 1. Introduction

The gradual formation of the Internet marketing environment has affected the economic development of physical stores in various places. On the other hand, Internet marketing breaks through the limitations of time and space, allowing people to enjoy the portable life brought by the Internet. However, the changes in consumers' behavior reflect the transition period from the physical store to the network. In this transitional period and in the future development, what can enterprises do to attract more consumers to let go of their concerns and rest assured that consumption? This is the focus of this article.

## 2. Network marketing features and consumer types

### (1) Characteristics of network marketing

As we all know, online stores have a wider business area than physical stores with limited business areas. In addition, there are more types of online stores than physical stores, and it can accommodate a large variety of products. Secondly, because online marketing itself has the characteristics of breaking time and space constraints, consumers can purchase at any time and place without any restrictions or influences on time and space. This is a fixed entity with fixed commuting time and location every day. The store is different. Moreover, after the consumer purchases the product online, he can specify the courier corresponding to the place where he lives to deliver the product, and after the product is delivered, only one sign is used to complete the purchase, without the consumer traveling, and then holding the product. Returning home again, greatly reducing the consumption time and energy of consumers. In addition, when buying in a physical store, consumers are required to go to various physical stores and then carefully select their favorite products. When shopping online, just enter the name of the product you want to purchase into the search bar, and it will pop up immediately. Related products, reducing the time of purchase. Moreover, you can often use the bus to go home, date, etc. to browse the goods and join the shopping cart in advance. Finally, the online store will have a message evaluation system, which can provide some suggestions and opinions to consumers who have not yet purchased, and also reduce the purchase time, and ensure the degree of confidence in the purchase of goods.

## (2) Types of network consumers

According to relevant surveys, there are six types of online consumers: simple, surfing, access, bargaining, regular, and sports. First of all, the simple type of people mainly aim at direct purchases. They do not need to bargain, but spend very little time and complete the purchase on the premise of clear purchase targets. Second, surfers are typically the people who spend a lot of time on online consumption because they browse a lot of web pages and have a great interest in some innovative designs. Third, access type, their purpose is not online shopping, their online experience is not rich enough, and they are often attracted to online chat and free greeting cards. Moreover, the bargaining type, as the name implies, is based on the principle of “the cheaper you want to buy”, and likes to bargain with the merchants in the purchase process, in an attempt to get more discounts. The last is regular and sporty. This group of people is often interested in the content of the website, but the difference is that regular consumers like to visit news and business websites, and sports consumers like to visit sports and entertainment. website.

### **3. Changes in consumer behavior in the network marketing environment**

#### (1) The reputation of the merchant

In the network marketing environment, the reputation problem of the merchant often determines the purchase amount of the consumer, and even the degree of development of the enterprise. Some consumers choose a physical store, mainly because they are worried about whether they will receive the goods after the online purchase, whether the quality of the products is consistent with the picture on the webpage, whether they will send the wrong goods, whether they can be returned and repaired. Therefore, the reputation of the merchant is the main reason that affects the behavior of consumers.

#### (2) Security issues of network consumption

Due to the virtual nature of the network, its security cannot be guaranteed. Some consumers are worried that the bank card password will be leaked when making payment for the purchase, and there will be leakage of other private information such as their contact information and address. For example, some consumers after shopping online, because of the contact information, there will be a daily mobile phone will receive the relevant product promotional offers text messages, seriously affecting the normal life of consumers. Or some fraud group members know the contact information of consumers through other channels, and then conduct telephone fraud and defraud consumers to transfer funds. This series of cases makes consumers have no sense of security when purchasing, even in After being deceived, no longer choose to buy online.

#### (3) Commodity logistics and distribution

In reality, commodity logistics distribution is the most obvious feature distinguishing between physical stores and online stores. Therefore, consumers will pay special attention to the service level of commodity logistics and distribution. Among them, large and small courier companies such as BES Huitong, Post, Yunda, Yuantong Express, Zhongtong, etc. have joined the logistics and distribution industry. In addition, the delivery problem of couriers has also attracted more attention in recent days. Due to the recent occurrence of incidents that hurt the recipients during the delivery of the courier, some consumers have also made shadows on online purchases, thus eliminating online shopping.

### **4. The company's coping strategies**

#### (1) Network price reduction promotion

Through the above discussion of the consumer population, it is not difficult to find that most consumers are pursuing low-priced purchase of high-quality goods. Therefore, through this psychology and behavior of consumers, enterprises can implement the activities of price reduction promotion, and strive to lower the price of the same commodity than the price of the physical store, thereby attracting consumers' consumption. It can also carry out disguised price reduction promotion, which is based on the quantity of goods and the quality of service of the merchants. In line with the

concept of “customer is God”, we will do our utmost to improve the added value of goods and services, such as holiday discount sales, and can use holidays and celebrations. Such as the 38th Women's Day, Double 11 Shopping Festival and other promotional activities, or the “New Year's Day”, “Valentine's Day”, “Spring Festival” three festivals as a holiday promotion chain, the overall promotion, promotion, Ensure that the theme must be novel and unique, with innovative thinking and methods. This will create a new situation for the promotion of the merchants to save resources and seize the opportunity to promote the promotion, so that in just one week, you can get higher turnover than usual. At the same time, commercial sites can also regularly launch weekly activities and monthly activities to create a shopping atmosphere at a preferential price and stimulate consumers' desire to purchase.

#### (2) Online gift promotion

Enterprises can use the promotion of gifts to attract consumers' desire to buy. For example, you can add a fee, that is, consumers can increase the fee to get the corresponding gifts. For example, when purchasing an induction cooker, the merchant can introduce a promotion method of adding different quality casseroles with different denominations, and is divided into general casseroles and high-grade casseroles. For example, when purchasing air cushions, merchants can introduce different products such as puff, eyebrow pencil, slogan, mask and other related products. Such as “Fulinmen” edible oil plus hand cream, good oil, good hand to burn good food, moisturizing for the whole family to work for one year during the two-hand activities to buy a bottle of Fulinmen cooking oil, you will receive a Toyo flower sheep milk hand cream ( 40 grams) 1 success story, accurately grasping the consumer psychology of consumer “hands”, which is widely praised. Through the donation of different products, the cost of obtaining different prices can eliminate consumers' doubts and other concerns about product quality to a certain extent, which can attract more consumers.

#### (3) Online product points promotion

In the case of multiple consumption for consumers, companies can carry out points promotion activities. According to the consumer's consumption situation, record the points, and set the price and quality of the goods at different stages of the points. Consumers' points are exchanged for corresponding goods, attracting a large number of consumers to participate in the event, and will prompt them to continue to buy in this store, to get one after another.

#### (4) Network sweepstakes promotion

The online lottery promotion method is a way for all consumers to enjoy, not only has a certain interest, but also full of curiosity about the prizes in the lottery. First of all, enterprises must attract the attention of consumers in the selection of prizes, and the quality is guaranteed. Secondly, in terms of the form of the lottery, it should be simplified, not too complicated, so that consumers lose interest in the lottery. The final lottery must be fair and impartial. Under the supervision of various agencies, the lottery must be a notary public, and the results and progress of the lottery will be presented in the form of an announcement or an email.

#### (5) Network joint promotion

This refers to the combination of different businesses for promotion, to achieve the complementary advantages. Now use the “United States Mark Weir coffee and Japanese bakery company joint promotion” as an example to illustrate. In the mid-1960s, Markwell coffee in the United States conducted three large-scale sample delivery in Japan, and sent a total of 18 million coffee samples. The delivery method was to seal the coffee samples in a pound of bread. The first delivery time was from March to May 1965. The manufacturer of Markwell Coffee Co., Ltd., in cooperation with Japan's No. 1 House Bakery Company, put the coffee samples in a 1 kg bag of bread and sent 2 million samples to the whole of Japan. As a result, both bread sales and coffee sales increased dramatically, causing other Japanese bakery companies to request delivery. The second delivery time was from October 1965 to January 1966 for a total of four months. The makers of Markwell Coffee cooperate with seven bread companies in seven regions of Japan. Among them, six bakery companies are: Tokyo First House Bakery, Osaka Kobe House Bakery, and Nagoya Shimaya Bread. The company, Fugang's Grain Friends House Bakery Company, Sendai's Tiger House Bakery Company, and Sapporo's Roba Bakery Company sent a total of 6 million samples in 7 districts. The

third delivery was in the fall of 1966. In addition to the seven bakery companies that sent samples for the second time, Ebisu Bakery Co., Ltd. in the Shizuoka area, Tulip Food Company in Niigata Prefecture, and Fuji Bakery Industry Co., Ltd. in Fukui area were added. A total of 10 million samples were sent from 10 bakery companies in 10 regions. The reason why this joint promotion has been extremely successful is as follows: First, because coffee and bread have a common target consumer, people who like to eat bread will also like coffee, so choose bread as a delivery coffee. The carrier is suitable. Second, the two companies, as partners, cooperated and mutually benefited in the promotion process. Third, the combination of bread and coffee meets the consumption needs of a large number of consumers. In such a successful case, enterprises must strive for innovation, find a partner of good faith cooperation, develop together and jointly benefit.

#### (6) Relying on laws and policies

In fact, the security of network marketing has always been the focus of people's attention, and the most practical and effective way is to rely on relevant laws and policies. On the one hand, enterprises must ensure that all aspects of network marketing and issues need to be regulated by relevant laws and regulations; on the other hand, every measure of policy and law also affects the development of e-commerce. Therefore, enterprises should always pay attention to the changes and introduction of relevant national policies, and promptly change their marketing environment according to policies, so that consumers no longer worry about the safety of online shopping, always give them a safe and effective network environment, let them enjoy shopping. Enjoy network consumption in a secure environment.

## 5. Conclusion

With the development of the times and the economy, the emergence of the network is inevitable. It is the product of the times and social progress, and an inevitable trend of social development. Therefore, we can only cater to this era in the network environment, and correctly face network consumption under the network marketing. Similarly, companies must make timely improvements in innovation strategies based on changes in consumer behavior, ensuring that their product development is always in line with consumer psychology and behavioral needs. After a series of changes in innovative ways, consumers can become more familiar with the consumption in the Internet era, giving consumers a warm service attitude and providing consumers with affordable and affordable products under the premise of security and legal protection. Consumers have countless happy and meaningful consumption processes.

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