

Consumer Planning Behavior Theory Based on Transformation and Its Application in Marketing

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Abstract: The theory of consumer planned behavior was first put forward by American marketing scholars. It is mainly based on people's behavior theory that consumer behavior has an important impact on the marketing of enterprises. The theory divides the consumer's planned behavior into these different stages, which fully shows the psychological changes of the consumer's purchasing behavior. The three structures in the theory of consumer's planned behavior have a very significant relationship of sequential arrangement and progressive layers, thus effectively affecting the consumer's final consumption behavior. This paper makes a detailed analysis of the consumer planning behavior theory based on the transformation and transformation, so as to provide more valuable references to production enterprises and improve the current marketing level and efficiency.

1. Introduction

With the continuous development of the socialist market and the continuous growth of marketing enterprises, consumer planned behavior theory, as a new generation spokesman of marketing, plays a very important role in the analysis of consumers' rational consumption behavior [1]. There are some problems in the marketing of enterprises, which make the current sales situation unsatisfactory and the consumer's consumption motive can not be promoted. Consumer's consumption behavior has always had certain rules. Through the objective understanding of consumer behavior in the marketing activities of enterprises [2]. Based on this, all enterprises have used various marketing methods to carry out marketing, and have achieved different results. The theory of consumer planned behavior is a new marketing theory, that is, a thorough analysis of consumers' rational consumption behavior. This theory has been widely used in marketing practice for about 90' s of the 20th century [3]. this paper makes a detailed analysis of the theory of consumer planned behavior based on the transformation and transformation, so as to provide more valuable references to production enterprises and improve the current marketing level and efficiency.

2. Consumer Planned Behavior Theory

The theory of consumer planned behavior was first put forward by American marketing experts. It is mainly based on people's behavior theory that consumer behavior has an important influence on the marketing of enterprises [4]. It refers to the theory that consumers, in order to satisfy their shopping desires, follow the established plan to make decisions on goods, carry out research and analysis on purchasing behavior.

In 1985, Ajzen extended the model on the basis of rational behavior theory [4]. Considering the limitation of rational behavior theory, Ajzen added the important variable of perceived behavior control to the model and put forward “a behavior model that is not completely controlled by will”, which is the planned behavior theory. See Figure 1[5] for the model.

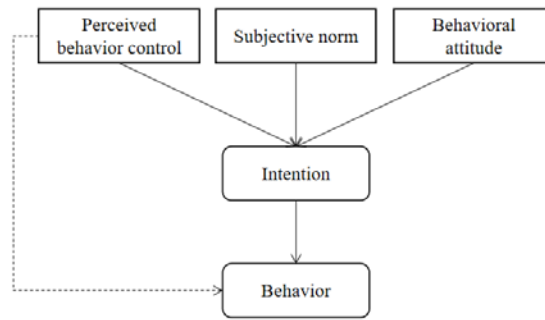


Fig.1 Theoretical Model of Planned Behavior

The division of consumer planning behavior into different stages fully demonstrates the psychological changes of consumer purchasing behavior. The “rules” are determined by others' subjective evaluation of the product. The more positive the evaluation, the more “rules” tend to promote consumers to buy the product [5]; The three major structures in the theory of consumer planned behavior have a very obvious relationship of sequential arrangement and progressive layers, thus effectively affecting the final consumption behavior of consumers. All have affected consumers' consumption intention and behavior to varying degrees. The fundamental problem is the after-sales profit and satisfaction. It also includes consumers' confidence in use, etc. These influencing conditions are the main structure and components of the consumer plan.

3. Problems to Be Noticed in Applying Consumer Planned Behavior Theory

3.1 The Explanation of Consumer Planned Behavior Theory

The purpose of explaining consumer's planned behavior theory is to study and analyze consumer's market psychology and market behavior. Relevant staff members need to raise their awareness of the factors that can affect consumers' consumption behavior and make scientific predictions and measurements. For example, consumer attitudes and their rational judgments. And let the marketing staff enhance their awareness and influence consumers to make consumption. They should have effective forecasting skills and raise the importance of their work. Specifically, marketing personnel should be systematically trained to improve their business capabilities. Marketing staff should be able to predict consumers' purchasing psychology in their daily work and strengthen the research on consumers' planning behavior. Consumer intention is positively correlated with these factors, namely, the more positive the consumer's attitude towards a specific product, the more “rules” from others encourage consumers to buy a product [6]. The prediction of this content can also be comprehensively analyzed by means of questionnaire survey results. According to consumers' actual answers, there are mainly four types: possible, generally possible, unlikely and impossible. So as to realize the scientific explanation of consumer behavior theory and provide guidance for the formulation of marketing strategies.

3.2 The Scope of Application of Consumer Planned Behavior Theory Should Be Clear

It is necessary to analyze the factors that affect the consumer's consumption behavior and make a good plan to improve the consumer's purchasing desire and give full play to the role of marketing. Economists need to combine the content of consumer planning behavior theory when studying consumer purchasing behavior. The more you feel you have control over your consumption behavior, the more likely you are to buy the product. In other words, enterprises can acquire accurate customer groups through various marketing activities [7]. The prediction and measurement of this content can also rely on questionnaires for scientific analysis. This requires enterprises to have predictive ability and correct working attitude. That is, consumers have clear arrangements and plans for their own consumption behavior, and will make certain cost and benefit comparisons. However, it only gives consumers the choice of how to buy, how to buy and how to pay. So as to judge the consumer's economic ability and consumption psychology, in order to choose reasonable

and effective sales means and methods. The fundamental factors that affect consumers' consumption decisions are the third-level factors, namely, the total benefits consumers get, product evaluation from others and consumers' confidence in realizing their consumption behavior. Through this process, enterprises can summarize a lot of relevant information with reference value, and know consumers' purchase orientation after in-depth analysis.

3.3 Select the Region and Culture to Which the Theory Applies

When enterprises carry out marketing, they need to maximize the interests of consumers in order to stimulate consumers' purchasing desire. If a consumer hesitates before purchasing a product, then the opinions of others will play a decisive role in the consumer's purchasing behavior [8]. According to the influence factors of consumer planning behavior theory, reasonable choice should be made for the trial area and culture of the theory. This directly determines how consumers take consumer behavior; Only when the salesmen do their jobs well can the economic goals set by the enterprise be realized. When consumer groups are interested in a certain product produced within the enterprise, the enterprise not only simply obtains economic benefits, but also further upgrades its service quality. According to the consumer's choice, comprehensive analysis and research are carried out, and the results of the questionnaire are also measured. Combined with this content, in the process of marketing planning and implementation, enterprises should compare the capabilities of competitors. On the one hand, it is necessary to fully publicize the quality and function of products and make the after-sales platform networked; on the other hand, it is necessary to make full use of the emerging fast payment to ensure the convenience of consumers' payment.

4. The Application of Consumer Planned Behavior Theory Based on Transformation and Transformation in Marketing

4.1 Application in Consumer Daily Investigation

After a careful analysis of the consumer's planned behavior theory, it can be seen that once consumers have the desire to purchase the relevant products of the enterprise, they will immediately pay attention to the corresponding products. Marketing must firmly focus on consumer attitudes, subjective evaluation of products by people around consumers, and the degree of independent control of consumer behavior. When purchasing goods, consumers should not only consider the price of the products, but also the safety, quality and after-sales of the products. In consumer research activities, we should also pay attention to the investigation of consumers' evaluation of a product. Only a good evaluation can stimulate a consumer's purchasing psychology. The extent to which consumers make purchases according to other people's suggestions, the research and analysis of this content also needs to be conducted by means of questionnaires. On this basis, the marketing activities are continuously revised. Virtualization of the problem, assuming that if I want to buy a commodity, I will pay the corresponding cash to buy. If only the quality of the product is taken as the main body of management, the enterprise will definitely lose its economic marketing advantages in other aspects [9]. Then, according to the measurement results, find valuable important contents and design schemes to attract consumers' purchasing behaviors and improve the attraction of consumption in combination with laws.

4.2 Improve the Income of Consumers and Enhance Consumer Confidence

According to relevant data and theoretical investigations, consumer behavior is controllable. Only by further improving the ability to control consumer behavior can the marketing effect of enterprises be better improved. For example, first of all, strict checks should be made on each process of marketing so as to effectively improve the quality and level of marketing. In China, a good interpersonal relationship is a great advantage of enterprise marketing. When a customer consumes a certain product, the income he gets is not only the product itself, but also the related services he enjoys. However, I am deeply impressed by the shortcomings in the process of the activity. Even small details will seriously affect the good image of the enterprise in the past and

cause losses to the economic benefits of the enterprise.

According to Ajzen's explanation on the theoretical model of planned behavior, the main variables influencing intention in the model are behavior attitude, subjective norm and perceived behavior control. Planned behavior theory can effectively predict online shopping consumers' intention to continue buying (Figure 2).

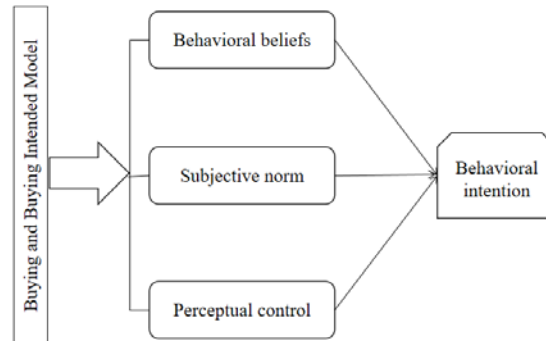


Fig.2 Online Shopping Consumer's Intention Model of Continuous Purchase

Diversified economic values determine the overall quality of economic commodities. As there are always some destructive factors in the real world, there is a gap with the ideal price in the minds of consumers. Enterprises can provide systematic marketing services for certain product information and consumers. Strengthening this aspect can improve consumers' confidence in consumption, and innovative marketing methods of enterprises can obtain a larger number of customer traffic and improve performance through continuous strengthening. Build up the high-quality brand image of the enterprise and expand the influence of the enterprise in the industry, thus improving the competitiveness of the enterprise and realizing the economic benefits of the enterprise.

4.3 Realize the Innovation of Product Structure

The theory of consumer planned behavior holds that the subjective evaluation of products by consumers' surroundings plays an extremely important role in consumers' purchasing behavior. At present, most enterprises believe that as long as there are high-quality products, they will be able to open up the market, promote the development of products, and thus obtain economic benefits. This concept is wrong for the marketing of enterprises. Under the misconception that as long as the quality of the products is excellent, they can obtain a large amount of marketing, resulting in undesirable marketing activities. With the rapid development of science and technology, the quality and performance of products provided by many manufacturers are getting closer and closer, and the homogeneity of products is continuously increasing. There is a difference between the price put forward by the consumer and the product value recognized by the manufacturer, that is, the enterprise cannot fully understand and master the real price requirements of the consumer. However, in the actual marketing process, there is a serious imbalance in this central link. Marketing enterprises need to focus on consumer groups to carry out economic marketing activities. To carry out certain product customization services can improve customer satisfaction and meet the diversified needs of consumers. Therefore, it is necessary to make use of all kinds of communication channels so that the products can set up positive and good evaluation in the consumer group or its surroundings. Only in this way can we better help enterprises to obtain more economic benefits and promote their rapid development.

4.4 Scientifically and Effectively Eliminate the Value Falling Distance

The value drop phenomenon in the economic market refers to the difference between the price offered by the consumer and the price offered by the producer due to some uncertain factors. In a nutshell, it means that even if the manufacturer fully understands the specific price demand of its consumer group, this part of demand cannot be completely reflected in the specific work management mechanism of the manufacturer. To make a comprehensive understanding of the

actual purchasing power of consumers and the factors affecting consumer behavior. Due to the effect of some uncertain factors, there is a gap between the actual asking price of consumers. The first is that the enterprise did not make sufficient investigation and did not understand the actual price demand of consumer groups. The second is the price deviation between manufacturers and enterprises. The economic management system formulated by the manufacturer is not completely consistent with the actual implementation process. The deviation between system implementation and consumer communication is whether the manufacturer can timely and effectively remind and inform the customer of the work already done for them after creating enough value for the customer and providing it to the customer. In daily life, people often cannot remember the advantages of a product, but it is easy to remember the disadvantages of a product. Enterprises can make full use of the current advertising media and Internet media to conduct a comprehensive product promotion. It can rapidly increase the number of consumers. Strengthening online marketing is an effective marketing method at present. At the same time, it also needs to continuously improve the quality and safety of products.

5. Conclusion

To sum up, the theory of consumer planned behavior has a scientific guiding effect on the marketing activities of enterprises. Based on the transformation and transformation of consumer planning behavior theory, it has carried out effective analysis and provided solutions, and has provided many effective suggestions for the prediction of consumer consumption level, tendency and other aspects. Each enterprise should combine its own situation with the analysis of the local marketing market, and constantly improve its own development in combination with the needs of consumers. Consumers' consumption is affected by many factors, and the poor marketing efficiency of products also has many reasons. At present, the main and current task of marketing enterprises is to continuously develop and innovate, formulate perfect reform plans and determine the development direction. In order to comprehensively promote the healthy development of China's existing enterprise marketing economy.

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