

# Analysis of Consumer Psychology and Changes of Marketing Strategy Based on "Internet+"

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**Abstract:** The purpose of this paper is to deeply explore the changes of consumer psychology under the internet environment and its influence on marketing strategy. Firstly, this paper systematically combs the relevant theories of consumer psychology, and analyzes the new characteristics and influencing factors of consumer demand and purchase decision-making process under the Internet environment. The research results show that in the Internet environment, consumers' personalized needs are significantly enhanced, and they show higher preference for customized products. At the same time, price sensitivity has a significant impact on the response of dynamic pricing strategy. These findings reveal the important guiding significance of changes in consumer psychology to the formulation of marketing strategies. Therefore, enterprises need to pay close attention to the dynamic consumer psychology under the Internet environment and flexibly adjust their marketing strategies to respond to market changes. Personalization and customization should be paid attention to in product design; The price sensitivity of consumers should be considered in the price strategy; Interaction and experience should be strengthened in promotion means. This study provides theoretical support and practical guidance for enterprises to formulate effective marketing strategies.

## 1. Introduction

With the arrival of the "Internet+" era, Internet technology has been deeply integrated into all fields of society, which has triggered great changes in consumption patterns, consumption psychology and marketing strategies[1]. Traditional consumer psychology and marketing strategy theory have been difficult to fully adapt to this new environment[2]. Therefore, the purpose of this study is to deeply analyze the changes of consumer psychology under the background of "Internet+", and to explore the corresponding adjustment of marketing strategy, so as to provide theoretical support and practical guidance for enterprises to formulate more accurate and effective marketing strategies.

The significance of the research is reflected in two aspects: in terms of theoretical value, the theoretical system of consumer psychology and marketing strategy can be enriched and developed by systematically sorting out and analyzing consumer psychology in the "Internet+" environment; In terms of practical value, the research results can provide decision-making reference for enterprises to formulate and adjust marketing strategies in the era of "Internet+", and help to enhance the market competitiveness and marketing effect of enterprises.

## 2. Theoretical basis

### 2.1. The concept and characteristics of "Internet+"

"Internet+" refers to the process of diffusion and application of a set of information technology based on the Internet in various sectors of economy and society[3]. The essence of "Internet+" is

that traditional industries are online and digital, and its fundamental purpose is to promote economic and social transformation and upgrading through the integration and innovation of information technology. Its characteristics are mainly shown in the following aspects in Table 1:

Table 1 Characteristics of "Internet+"

| Characteristics of "Internet+" | Describe   |
|--------------------------------|--|
| Cross-border integration       | It has broken the boundaries between industries and promoted the deep integration and innovation among different industries.   |
| Innovation driven              | We will continue to promote the transformation and upgrading of industries and enterprises through technological innovation and model innovation.                                      |
| Remodeling structure           | It has had a far-reaching impact on the traditional social structure, economic structure and cultural structure, and promoted the trend of flattening and decentralization of society. |
| Respect human nature           | Emphasis on user-centered, respect for users' needs and experiences has promoted the humanized and personalized development of products and services.                                  |
| Open ecology                   | Advocating the concept of openness and sharing has promoted the openness and diversification of industrial ecology.  |
| Connect everything             | By connecting people, people and things, things and things, a brand-new network society has been built.  |

## 2.2. The basic theory of consumer psychology

Consumer psychology refers to the psychological activities of consumers in the process of purchasing, using and disposing of goods or services. The basic theories of consumer psychology include demand theory, motivation theory, perception theory, learning theory and attitude theory[4]. Demand theory explains the causes of consumers' buying behavior, and holds that consumers' buying behavior is driven by demand. Motivation theory further analyzes the internal motivation of consumer demand, and holds that motivation is the key factor to stimulate and maintain consumer buying behavior. Perception theory focuses on the process of consumers' perception of goods or services, and holds that consumers' purchase decisions are influenced by perception. Learning theory emphasizes the learning behavior of consumers in the process of purchasing, and holds that consumers' purchasing decisions are formed in continuous learning[5]. Attitude theory focuses on consumers' attitude towards goods or services, and holds that attitude is an important factor affecting consumers' purchase decision.

Under the background of "Internet+", the basic theory of consumer psychology is still applicable, but the psychological processes such as consumers' needs, motivations, perceptions, learning and attitudes may take on new characteristics due to the changes in the network environment.

## 2.3. Basic theory of marketing strategy

Marketing strategy is the overall planning and action plan formulated by enterprises to achieve marketing goals. The basic theories of marketing strategy include market segmentation theory, target market selection theory, market positioning theory and marketing combination theory. Market segmentation theory emphasizes that enterprises should divide the market into several market segments according to factors such as consumer demand and purchase behavior[6]. Target market selection theory requires enterprises to choose the most attractive target market as the marketing target on the basis of market segmentation. Market positioning theory focuses on the competitive position of enterprises in the target market, and holds that enterprises should shape their unique market image through positioning strategies. Marketing combination theory puts forward the combination strategy of four basic marketing elements, such as product, price, channel and promotion, and holds that enterprises should achieve marketing goals by optimizing marketing combination.

In the era of "Internet+", the basic theory of marketing strategy is still an important basis for enterprises to formulate marketing strategies, but the change of market environment requires enterprises to pay more attention to Internet thinking, data-driven and user experience when formulating marketing strategies.

### **3. Based on the consumption psychology of Internet+**

In the era of "Internet+", consumers' psychology and behavior have undergone significant changes, which are very important for understanding consumers' demand, purchase decision-making process and influencing factors[7]. The following is a detailed analysis of these aspects:

#### **3.1. Changes in the characteristics of consumer demand**

With the popularity and development of the Internet, the characteristics of consumers' needs have changed significantly. (1) The needs of consumers have become more personalized and diversified. In the Internet age, consumers can easily obtain all kinds of information and products, so they are more inclined to pursue products and services that suit their own personality and taste. (2) The demand of consumers has become more convenient and efficient. With the development of Internet technology, consumers can do shopping, entertainment and social activities anytime and anywhere, so their demand for convenience and efficiency is stronger. (3) Consumers' needs have become more focused on experience and emotion. In the Internet age, consumers not only pay attention to the function and price of products, but also pay more attention to the use experience and emotional value of products.

#### **3.2. Changes in consumer purchase decision-making process**

In the era of "Internet+", consumers' purchasing decision-making process has also changed. (1) The way consumers obtain information has changed[8]. In the past, consumers mainly obtained product information through traditional media such as TV, radio and newspapers. In the Internet age, consumers obtained product information more through online search, social media and e-commerce platforms. (2) The evaluation criteria of consumers have changed. In the Internet age, consumers can compare the price, function, reputation and other information of different products more conveniently, so their evaluation criteria for products are more comprehensive and strict. (3) Consumers' buying behavior has changed. In the Internet age, consumers can make purchases through the Internet more conveniently, so their buying behavior is more flexible and diversified.

#### **3.3. Analysis of influencing factors of consumer psychology and behavior**

In the era of "Internet+", the factors that affect consumers' psychology and behavior mainly include the following aspects: (1) The influence of network environment. The development of Internet technology provides consumers with a more convenient, efficient and personalized shopping experience, but also brings problems such as network security and privacy protection, which will affect consumers' psychology and behavior. (2) the influence of social culture. Social and cultural differences in different countries and regions will lead to different needs and preferences of consumers for products and services, so social and cultural factors are also one of the important factors affecting consumers' psychology and behavior[9]. (3) the influence of personal characteristics. Personal characteristics of consumers, such as age, gender, educational background and income level, will affect their psychology and behavior, so enterprises need to consider the personal characteristics of target consumers when formulating marketing strategies.

#### **3.4. Typical case analysis**

In order to deeply understand the changes of consumer psychology under the background of "Internet+", we can analyze some typical cases to explain them in detail. As shown in Table 2:

Table 2 Typical cases

| Case analysis                           | Changes in consumer psychology  | Coping strategies of enterprises  | Result  |
|---|---|---|---|
| Case analysis of an e-commerce platform | Young consumers pay more attention to environmental protection and sustainability issues. | Pay attention to the embodiment of environmental protection and sustainable elements in product design and publicity. | Successfully attracted the attention and purchase of a large number of young consumers. |
| Case study of a social media platform   | Users' demand for information acquisition and social interaction has increased.           | Adopt technical means such as precise push and personalized recommendation to meet the needs of users.                | Achieve rapid growth in user scale and activity.  |

All the above cases show that in the era of "Internet+", enterprises need to know more about consumers' needs and psychological changes in order to formulate more accurate and effective marketing strategies.

#### 4. Marketing strategy change based on consumer psychology analysis

On the basis of a deep understanding of consumers' psychology in the "Internet+" era, the marketing strategy of enterprises must be adjusted and innovated accordingly. The following is a detailed analysis of the changes in marketing strategy from four aspects: product, price, channel and promotion.

##### 4.1. Changes in product strategy

Under the background of "Internet+", the change of product strategy is mainly manifested in the following two aspects: (1) With the personalized and diversified development of consumer demand, enterprises pay more and more attention to providing personalized and customized products. By using big data, artificial intelligence and other technical means, enterprises can accurately grasp the needs and preferences of consumers and provide them with customized products and services. For example, some clothing brands provide online tailor-made services, and consumers can upload their own body measurement data through online platforms to obtain customized clothing. This personalized product strategy not only meets the needs of consumers, but also improves the market competitiveness of enterprises. (2) In the era of "Internet+", the speed of product innovation and upgrading is accelerating. Enterprises need to constantly introduce new products or improve existing products to meet the changing needs of consumers. Through the Internet platform, enterprises can collect consumers' feedback and suggestions more conveniently, and find out the existing problems and improvement directions of products in time. At the same time, enterprises can also use Internet technology to optimize product development and production process, and improve the efficiency and success rate of product innovation.

##### 4.2. Changes in price strategy

In the Internet age, consumers can compare the prices and quality of different products more conveniently. Therefore, enterprises need to pay more attention to the transparency and fairness of prices and avoid price fraud and unfair pricing. At the same time, enterprises also need to pay attention to comparing the price competition situation between shopping websites and e-commerce platforms, and formulate reasonable price strategies to attract consumers.

With the changing market demand and competitive situation, enterprises need to use dynamic pricing and promotion strategies more flexibly. By monitoring market demand and competition in real time, enterprises can adjust product prices and promotion efforts in time to attract consumers and maintain market competitiveness. For example, some online travel platforms will dynamically adjust the ticket price according to factors such as the number of seats left on the flight and the

booking time, so as to maximize the revenue.

### **4.3. Changes in channel strategy**

In the era of "Internet+", the integration of online and offline has become a trend. Enterprises need to break the restrictions of traditional channels and realize seamless connection between online and offline and omni-channel marketing. Through online channels, enterprises can expand brand awareness and market share; Through offline channels, enterprises can provide services closer to consumers' needs and experiences. For example, some brands provide try-on and trial service through offline stores, and at the same time use online platforms for sales and brand promotion.

With the development of Internet technology, emerging channels such as social media and live broadcast have gradually emerged. These emerging channels have the characteristics of fast communication and strong interaction, which play an important role in improving brand awareness and promoting sales. For example, some brands promote their brands and interact with users through social media platforms; Some online celebrity and celebrities promote their products and attract fans' attention through live broadcast with goods.

### **4.4. Changes in promotion strategies**

In the Internet age, consumers pay more attention to the sense of participation and experience. Therefore, enterprises need to pay more attention to the application of interactive marketing and experiential marketing. Through interactive marketing, enterprises can establish closer contact and interactive relationship with consumers; Through experiential marketing, enterprises can let consumers know more about the characteristics and effects of products. For example, some brands attract consumers to participate and experience through online interactive games and offline experience stores.

In the era of "Internet+", the influence of word-of-mouth marketing and community marketing has gradually increased. Consumers are more inclined to listen to other consumers' comments and suggestions, so enterprises need to pay more attention to word-of-mouth management and community building. Through word-of-mouth marketing, enterprises can promote brands and products with the help of consumers; Through community marketing, enterprises can establish closer contact and interaction with target consumers. For example, some brands build user communities through social media platforms, regularly publish product information and hold online and offline activities to attract users' attention and participation.

## **5. Conclusions**

Through the in-depth analysis of consumer psychology, this paper finds that consumers' needs are more personalized and diversified, and the purchase decision-making process is more complicated and pays attention to experience and emotional value. At the same time, consumer psychology and behavior are influenced by multiple factors such as network environment, social culture and personal characteristics. These changes require enterprises to pay more attention to the personalization and customization of products, flexibly use price strategies, integrate online and offline channels, and adopt interactive and experiential promotion methods when formulating marketing strategies.

For enterprises, a deep understanding of consumers' psychological and behavioral changes is the key to formulating marketing strategies. This study provides a systematic consumer psychological analysis framework and marketing strategy suggestions, which is helpful for enterprises to better grasp the market dynamics and consumer demand. At the same time, the empirical results of this study provide data support and scientific basis for enterprises, which is helpful for enterprises to make more informed decisions in practice. The methods and conclusions of this study can also be applied to other related fields, such as consumer behavior, marketing and so on, which provides new perspectives and ideas for academic research and practical application.

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