

Review of the Influence of Marketing Innovation on Consumer Behavior in Digital Economy

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Abstract: With the continuous development of technology, the digital economy is around us all the time. Under these changes, online advertising become more and more prevalent and they affects people's behaviors imperceptibly, so the marketing plan in each company is also innovating ceaselessly to pursue consumers to purchase. This article begins by finding some literature on the digital economy, marketing innovation, and e-commerce media to understand today's marketing trends and developments. Then, it summarizes how marketing innovation affects consumer behavior by combing through existing research. The research results show that the digital economy has brought a lot of convenience to consumers' lives and enriched their lives, but it is also accompanied by some problems. At the same time, in addition to many social networks on the Internet, most stores will use the Internet and other social networks to increase the promotion of the products they sell, thereby attracting consumers. Finally, this paper summarizes several behaviors of consumers under marketing innovation, and puts forward some suggestions for marketing measures under the digital economy.

Keywords: Marketing Innovation, Consumer Behavior, Digital Economy.

1. Introduction

1.1 Research Background

Marketing is experience a huge change, especially in recent years, mainly because of the development of economy, turning to the digital economy that use of big data guide and realize the rapid optimal allocation and regeneration of resource, and realize the economic form of high-quality economic development. The marketing innovation is a new hot topic in contemporary discussion, innovation is the key to the success of an enterprise, and the best strategy for an enterprise is to eliminate its own products before others, which is a new way to apply innovation theory to marketing.

With the upgrading of consumption patterns in the context of digital economy at home and abroad, there are many scholars have begun to study new patterns of commercial trade and consumption behavior. By combing and refining the concept of digital economy and its derived viewpoints, it is not difficult to find that many scholars believe that the marketing environment in the digital economy era is complex and changeable, and as consumers' needs and final purchase decisions cannot be quantified, new consumer formats are developing rapidly. This presents a stronger challenge to marketing under the new situation. Liu Weiwei(2021) discussed how to further grasp the market situation of consumers to improve more accurate and high-quality consumer services. The research suggested that in the current situation where digital consumption is becoming more and more normalized, it is also a new marketing method for online platforms to provide promotional offers to customers who pay electronically. Because in the Internet era, the development of various intelligent mobile terminal technologies has helped consumers understand the convenience of electronic consumption and greatly promoted the development of electronic payment. Internet finance emerged

as the times require. The diversified consumption channels and financial management models in the market provide consumers with many choices such as loans and analysis for their daily consumption [1]. Meanwhile, Zhang Yu (2020) believed that media marketing innovation in the digital age can consider using big data applications, artificial intelligence, etc. to further expand the market level and structure[2].

1.2 Research Significance

There are lots of methods to achieve marketing innovation mainly refers to the innovation of products or service design or packaging, product promotion, product sales channel, product pricing and other aspects. But the seasonal, cyclical and other conventional marketing changes are not included. As a result, a large number of sellers seek breakthrough innovations in some aspect or process of marketing elements, but many sellers, especially new startups, seem to have no idea what marketing innovations are suitable for their particular products. As a result, such startups often fail to attract consumers and achieve their corporate goals. In addition, there is indeed some literature focusing on similar issues, and since some are outdated, the research in this paper can provide clear information for merchants to make appropriate marketing innovations.

In addition, this paper also points out some marketing misconduct under the new situation, some companies take advantage of business to arbitrarily share and buy and sell user privacy data. This not only leaks the privacy of consumers and interferes with their normal life, but also exacerbates the information gap between enterprises, causing non-healthy business competition, and ultimately has an adverse impact on the overall development. The marketing of the digital economy platform, relying on Internet technology, will undoubtedly bring great convenience to major links such as consumption promotion and purchase. At the same time, people should also pay attention to the need for healthy planned development to achieve sustainable development.

1.3 Paper Organization

This article includes three parts in total. In the introduction, this paper showed the background of the marketing innovation in current digital economy, some influence that might bring for the consumers and the significance of the topic in this paper. In terms of the literature review part, this paper divided previous studies into four subtitles, firstly, the research on the digital economy. The second place is the marketing innovation and then the consumer behaviors influenced by several factors in the market. Moving on to the fourth, we also look for some literature that related all key words of this paper to analysis how the marketing innovation affects consumer behaviors. Finally, In the conclusion part, this paper summarizes the research methods, findings and research value of this paper, and gives some limitations in the paper and possible solutions for future research.

2. Literature Review

The digital economy refers to an economic system in which digital technologies are widely used and thereby bring about fundamental changes in the entire economic environment and economic activity. The widespread use of informatization in the digital economy has made the main consumer group in the digital economy mobile Internet users, and among the mobile Internet user groups, the young group is constantly increasing. Correspondingly, the focus of marketing innovation has shifted to digital marketing, that is, using digital means to carry out marketing innovation. At present, young users are gradually becoming the main target group of digital marketing, so marketing methods also need to continue to innovate, so as to win the favor of users with the marketing methods that young people like. To grasp the consumption preferences of young people and analyze the consumption behavior of most young people has become an important topic of digital marketing, in order to better adapt to the gradually younger market. In addition, finding a sustainable growth point is also one of the important topics of current digital marketing. In the current digital economy, market competition is becoming more and more intense. Only by maintaining continuous growth points and innovating

marketing methods can effective marketing be achieved. This puts forward new requirements for marketing platforms, marketing methods, and marketing strategies. The data shows that in 2021, the marketing forms that advertisers plan to increase their marketing budgets will mainly focus on content marketing, accounting for as high as 58%.

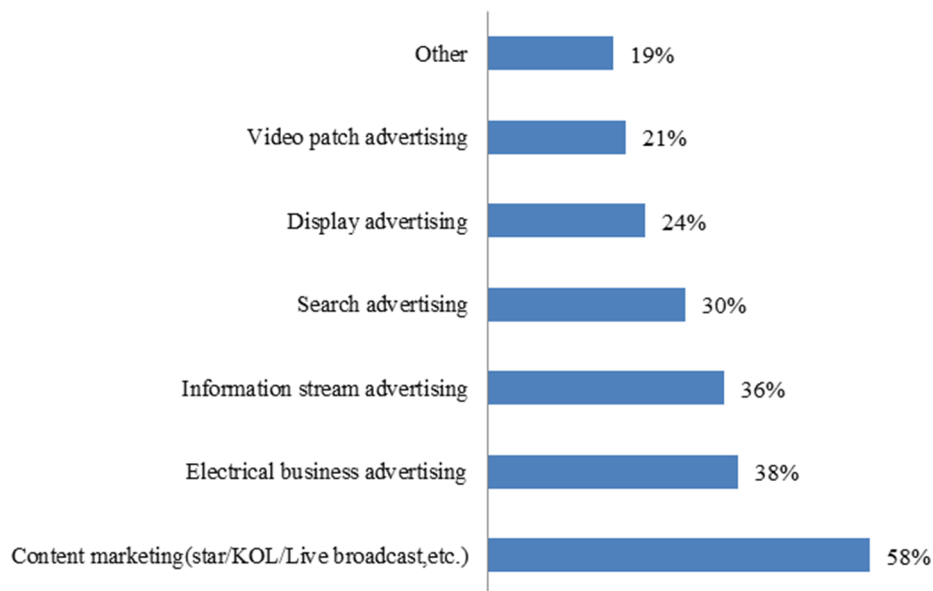


Figure 1. The main ways advertisers plan to increase their marketing budgets in 2021

Content marketing refers to bringing relevant content of enterprise products to users through media such as pictures, text, and audio, so as to achieve the purpose of influencing consumers' decision-making. At this stage, the main content marketing models are KOL, live broadcast, video, etc. KOL refer to opinion leaders in a certain field. They often share good things in their fields of expertise through the Internet, and through their shared content, influence consumers' purchasing choices. Nowadays, when many young people buy a certain product, they will go to social platforms to search for the sharing of relevant KOL, and use this as the basis for shopping choices. This has a profound impact on the consumer behavior of young users in the decision-making stage. Content marketing means that only high-quality content can achieve good marketing effects. For brands, optimizing brand culture, digging into brand connotation, and high-quality marketing content with brand culture as the core can arouse more emotional resonance and values of consumers. Fundamentals, build a trusting relationship with your audience spiritually. At the moment when the connotation of spiritual culture is valued, high-quality brand culture will retain more consumers, allowing consumers to make involuntary choices when making consumption decisions. The content and the product have a high degree of fit, and the product "dissolves" into the content, the brand reaches users in a softer way, and the user's acceptance is higher. High-quality content with accurate delivery can enhance users' trust in the brand, increase sales conversion rate and repurchase rate.

2.1 Research on Digital Economy

With the continuous development of our country, we want to build a digital China to become a digital power. Through the study of 100 cities in China, Zhang found that the digital economy in the region has a certain impact on the real economy, in other words, the two-way promotion of digital economy and real economy. However, it will also appear that the local economy suppresses the development of the nearby economy and the nearby economy will have a negative impact on the local economy[3]. As a new driving force of development, digital economy is of great help to China's real economy and increasing our international competitiveness. Through the study of the influence of digital economy on the development of real economy, on the one hand, Luo found that digital economy directly affects the real economy through the development of industrial digitization and digital industrialization; on the other hand, digital economy affects the structure of supply and demand

of real industry, promote the rationalization of industrial structure to indirectly promote the development of real economy. Thus it can be seen that digital industrialization and industrial digitization can be sustainable development[4]. On the basis of introducing the connotation and characteristics of digital economy, Luo analyzes the characteristics of residents' consumption behavior in digital economy era, and probes into consumers' purchasing decisions in digital economy era. Specifically, for the changes on the consumers' behavior, it found that the consumer purchasing is turned to the online APPs as the process is widen nowadays. Besides, the conception of consuming is also developed to more diversified. After that, this essay also analysis the consumer decisions of buying and she suppose that it is a massive effect that imposed by some high-reputation celebrities or entrepreneurs showed their felling online. Moreover, she also mentioned flexible net cost belt is a dynamic cost of elimination of the dynamic cost of elimination of special charge[5]. Meanwhile, Li mentions that School of economics and management, Northwestern University School of economic management and law, Shaanxi University of technology 3 College of Marxism, Shaanxi University of Technology[6]. This paper starts with the marketing strategy of the enterprise. At the beginning, Liu found some varies on the marketing environment such as the useful of big data and the increasing relationship each businesses. Then, this article guess some problems in the marketing strategies, first is the delay of consumers towards to the change on the marketing. Second is the incomplete utility of advanced tech device. Finally, it provided some marketing innovation or strategies. After that, this paper analyze the purchasing decision of consumers, it said that consumers' decision is easily affected by those who have a large influential reputation and consumers' purchasing is taken by the portable online shopping, the last is that the critics of other consumers made to a product[7].

2.2 Research on Electrical Business Media

In the current era, Internet technology is widely used in all walks of life, and people can shop and work without leaving home. It can be said that we have completely entered the era of e-commerce. Under this favorable background, Zheng thought the traditional e-commerce marketing strategy has obviously been unable to adapt to the trend of social development, and more and more accurate marketing strategies have been accepted by more and more e-commerce. In the era of the prevalence of e-commerce, those traditional marketing methods have been seriously hit. The emergence of new e-commerce media adopts the combination of traditional e-commerce and new media to display and realize the goods. National statistics[8]. According to Wang, with the rise of a new type of e-commerce, "live streaming" has become mainstream, thus giving rise to Douyin and Kuaishou. As a new type of e-commerce, "live broadcast with goods" presents three major characteristics: the customization of live broadcast content, the quantification of user social communication and the diffusion and integration of multi-platforms, forming a new type of e-commerce operation mechanism, such as social mechanism, content mechanism and e-commerce mechanism. But the live broadcast is also divided into three categories, one is game-based e-sports live broadcast, the other is entertainment live broadcast based on singing and dancing, and finally live broadcast with goods introduced at the beginning of their own products for customers to consume. In fact, live broadcast already appeared in people's field of vision as early as 2015, but it was lukewarm because the market environment did not need and did not support it at that time, and live broadcast was born on the rise of the Internet. For consumers, the Internet needs broadband, but the cost of broadband is high, so the penetration rate is not very high, even at that time. Live streaming is very popular and there won't be many consumers[9]. From 2014 to 2020, the proportion of mobile online shopping users is increasing. By 2020, is found that the number of mobile online shopping users has reached 780 million, and the total number of online shopping users has reached 782 million, accounting for more than 99%. From this point of view, mobile shopping has already surpassed PC online shopping to become the first driving force to promote the online shopping market. At present, the main e-commerce platforms in China are T-mall, Taobao, JD.com and so on. The emergence of more and more APP and the success rate of online transactions show that the e-commerce platform can accurately locate the needs of customers. In the environment of new e-commerce media, the marketing mode of e-commerce in

China is constantly changing, from offline trading to online trading, in order to better let customers experience goods like JD.com, online trading platforms such as T-mall and SUNING have experience stores offline. Customers can better experience the quality of goods, so as to improve their purchasing power. This kind of marketing method also satisfies customers' fear of online transactions. There is a substantial solution to the quality problem[10].

Due to the traditional marketing method is familiar to everyone, but it is only a single picture, which can not attract young consumers. It's just that the data on goods obtained through pictures may be biased in any way. This will have a negative impact on consumers' decision to buy goods, so that consumers are unwilling to buy again, and it will also affect the sales volume of merchants[11]. And in the early period, Zhao said the development of e-commerce is inseparable from the government policy and the development of the network. Therefore, the country should train compound talents so as to improve the development of e-commerce. Through incomplete statistics, the employment rate of talents in the department of e-commerce is not high, mainly due to the high requirements of enterprises for the post competence of these students. According to these data, we should change the training of students in the department of e-commerce, expand students' field research and increase the supply of vacant posts[12]. Wang found that in the environment of new media, people have accepted the new marketing method "anchorman + e-commerce". This method is divided into two categories: one is that the anchors sell their products live on the short video platform, and the second is to sell their products live on shopping software. To put it simply, these two ways are to promote their products live. Xing said live streaming ushered in a big explosion in 2016, but live streaming is still a very new industry, as mobile technology becomes more and more advanced. Live broadcast will also develop better and better, and "live +" will be the overall trend of development. Nowadays, a series of models such as "live broadcast + e-commerce" and "live broadcast + variety arts" are thriving[13]. As the result, the government should pay more attention to e-commerce in the new media environment. In order to better build e-commerce. The emergence of e-commerce is mainly due to the development of the network. The government should increase the area of network coverage. The government encourages the development of Internet technology, and the government should also support the development of relevant technicians, from the view of Li[14].

2.3 Internet Marketing Innovation in the Digital Economy

Chi found that the innovation network structure of small and medium-sized enterprises plays an important role in function. In order to improve the function of the innovation network of small and medium-sized enterprises, we must improve and transform the function of the central node. However, the study only pointed about the network to improve the creativity of small business, further study can be applied on bigger companies[15]. In the evolution trend, process, trap and dynamic mechanism of enterprise innovation network, Wang summarizes, analyzes and compares six typical enterprise innovation network governance models: government led, government guided, federal, flagship, entrepreneur led and self-organizing. However, the research shows the governance of companies effecting the Chinese industry's innovation, if the enterprise innovation network of evolution and governance can be applied on other countries[16]. Sun, from the four dimensions of network vision, network construction, relationship management and relationship combination, developed and designed the measurement scale of enterprise network capability and the influence mechanism of these factors on innovation performance through the intermediary effect of network structure. However, the database collected by questionnaire may not be precise, it should enlarge the target companies[17]. At the same time, Ling said that Vertical market structure, especially with the increasing buyer power in some industries, the impact of buyer power on the innovation of upstream enterprises has attracted the attention of scholars. This paper reviews the research results of the impact of vertical market structure on enterprise innovation at home and abroad. However, the market of China is different from the market composition of Western countries, Vertical market structure and firm innovation that in Europe and other European country may not fit the Chinese market[18]. Furthermore, Young said that based on the dual attribute perspective of nested coupling of individual

private attributes of platform enterprises and public attributes of platform field, a new governance framework of classified and integrated governance of platform corporate social responsibility governance under dual attributes is proposed, and finally the systematic transformation from platform corporate business ecosystem to platform corporate social responsibility ecosystem is realized, however, the platform type behavior lack of corporate social responsibility and the alienation of governance, based on platform type enterprise individual private property have negative impact not only on individual companies but also on the whole industry's economic and innovation[19]. In the end, Guo said that The main purpose of government intervention is to reduce the actual cost of R & D, induce enterprises to spend on R & D, and finally improve the efficiency of innovation activities With the rise of government intervention, the discussion on the necessity of government intervention has always been the focus of debate in academic and practical circles In recent years, China has continuously increased R & D funds and support at the enterprise level However, based on China's basic economic development, the high investment of government Rd does not necessarily lead to the improvement of innovation efficiency. However, lack of corporate social responsibility and the alienation of governance, based on platform type enterprise individual private property can not only effect individual companies but also the whole online company industry[20].

2.4 The Impact of Marketing Innovation on Consumer Behavior

Previous research which based on the collection of questionnaire results in the structural equation model showed four findings about the consumer behavior affected by 'B2C' shopping environment. First, the characteristics of new media have a significant positive impact on consumers' purchasing behavior. Second, consumer attitudes and perceived value play a mediating role in the relationship between new media features and purchasing behavior. Third, the influence of the official registered Weibo and WeChat accounts of 2C e-commerce companies has no direct impact on consumers' purchase behavior, but the influence of the official account will indirectly affect consumers' purchase behavior through consumers' perceived value and attitude. Finally, the quality of the relationship between consumers and B2C e-commerce companies does not strengthen or weaken the relationship between consumer attitudes and their purchasing behavior.

However, there some limits existing in this research, it is not exact in some extent because this essay lets consumers' purchasing behavior as a systematic process of "stimulus-to-response -- decision to purchase-to-post-purchase response", rather than just studying the action at one point in time of purchasing behavior and in order to simplify the research model, the influences of new media characteristics on consumers' purchasing behaviors are studied as a whole variable, while the influences of usefulness, ease of use and interactivity on consumers' purchasing behaviors are not separately investigated. In the future, it can focus on more details like a specific consumers who only exists on the internet at first and then turning into purchasing a goods and conduct more method to conclude a high-complete New media marketing model[21]. Li also showed that as the improvement of the marketing innovation, consumers' behavior have a large change. To begin with, consumers become more and more rationing when that decide to buy something, and the reliability to a particular brand is also reduced substantially. Besides, the product innovation is favored among people cause they are now purchasing own personalities. On the other hand, Li proposed that in the era of big data, businesses should accurately analyze consumer preferences and habits, and then use the marketing online properly with regarding consumers as the center[22]. Followed by Wu divided the Consumer buying behavior into two dimensions, one is the psychological that found people now are very personalized and wanting to buy the cheap commodities [23].

Moving on to the factors that affect the consumer behaviors, Su analyzes various influencing factors of consumer behavior intention and actual consumption behavior under the e-commerce environment, and establishes the influence model of online customer loyalty integrating service quality, customer satisfaction, emotional relationship and switching barriers. However, there are limitations to this study. First of all, the research objects in this study are all college students. Although the samples of students are representative in e-commerce service-related researches, for the

universality of the research, the research samples need to be further enriched. Secondly, the satisfaction variable is a single measurement, so it is suggested to use more than three indicators in future studies to better evaluate its reliability[24]. Wu also think that consumers now prefer personalized goods, and Second, they will strive for low prices and high quality. Third they pay attention to the service, the action is sensitive. Furthermore Wu also found some factors that influence the behavior of consumers based on their research through the questionnaire, firstly, the function of websites, and then the process of payment. Thirdly, the reputation and credit of stores and the advantage of price for a goods. Finally, the service of the transportation. In the end, she also supposed several methods of marketing, for example, improving the quality of websites and arranged the structure of products, focusing on reflecting the cost performance of goods, maintaining the reputation of the online store and providing a variety of payment methods. But the statistic of the questionnaire has certain limits, cause the participants in the research are mostly Chinese which lowered the validity of the results. So the validity would be improved to include participants who have a diverse cultural background and knowledge[25]. Zheng mainly research the marketing innovation in the baking industry under the context of e-commerce, on the one hand, she found some problems in the online marketing. First the imperfect innocence to the big data and the misunderstanding of the online marketing's consists. Finally, talent construction and network marketing do not match. So, she gave some strategies to against these cons, such as, establishing a big data mindset and reasonably controlling of network marketing six elements. In the end, she believed, in the future, that the baking industry can go long run under the electronic commerce[26]. Zhao summarized the behavior of consumers on the online shopping by questionnaire and analyzed the data through SPSS. It found that with the increase of online shopping frequency, the awareness of safeguarding rights is not enhanced. Secondly, consumers are easy to be attracted by low prices, the pursuit of high cost performance is still an important shopping motivation. Besides, Shopping on mobile terminal is more and more popular among consumers. Turning to the marketing strategies, Zhao suppose that increase propaganda efforts, improve the marketing effect of network sites, build strong brands, improve marketing efficiency and combine experiential marketing with word of mouth marketing, finally, companies can innovate service process and improve product and service quality. However, in the process of using the analytic hierarchy process used in this paper, the determination of judgment matrix is subjective to a certain extent, which makes the survey results have a certain degree of error and E-commerce industry is a rapidly developing industry, and consumers' behavior is greatly influenced by enterprise marketing behavior and marketing environment. Therefore, continuous follow-up investigation is required to ensure the accuracy of research[27].

3. Conclusion

3.1 Key Findings

Through reading relevant scholars' literature on digital economy, e-commerce media, marketing and consumer behavior in recent years, we have lots of inspirations in this article. In the process of the research, this paper found that marketing innovation plays a significant role in the consumption. At the same time, it also means that the right and suitable marketing innovation is crucial for every enterprise. According to the previous study, we found that the traditional marketing are not adjusted to our social under the fast growing of digital economy, so there are many business choose to combine the traditional and media to show their products. Besides, the live streaming is a hot trend among online platform now. They can meet the unique needs of customers, and consumers enjoy a closer and offline shopping experience. In this economy, consumers are become more ration than the past with a reduce reliability on particular brand. Furthermore, consumers need their own personalized design and have a willing to present ideas to the salesperson. In addition, high-quality and low-cost products are the most favored by people. Finally, the paper also finds that website function, payment process and store credit are also important factors affecting consumer behavior.

Under limited conditions, this paper sorts out and classifies the existing research results, analyzes the impact of marketing innovation on consumer behavior from three aspects: digital economy, e-commerce platform and marketing, and provides insights for future marketing innovation entrepreneurs. Some suggestions were made. Specifically, with the support of big data, companies must accurately analyze consumers' preferences and habits, and focus on consumers. Secondly, you can improve the quality of the website to maintain the reputation of the store, optimize the arrangement of the product structure, pay attention to reflect the cost performance of the products, and provide a variety of payment methods. Finally, it is necessary to strengthen product promotion, improve marketing efficiency, combined experience marketing with word-of-mouth marketing, innovated service processes, and improved service quality.

3.2 Future Studies

This research lacks of using models, quantitative analysis and quantitative research. Economic models are needed to quantify the cases. And many cases are limited to just one city or one country. Data are limited, so further study is necessary. More kinds of market needed to be included. And most of the researches focused on the whole industry, like the electronic industry. Examples of individual companies are needed to be included. Innovation of the companies can be specified to individual products. For example, more researches can be held on the influence of electronic currency on the innovation of companies.

In the market economy of the information age, the impact of marketing innovation on consumers, we also need to constantly expand the market in terms of market innovation and check the market demand to keep up with The Times. We also need to strengthen our relationship with our customers and attract more customers while strengthening our business with our existing customers. On the basis of customer transactions, we should also strengthen the analysis of competitor strength. The premise of having all these is the emergence of talents. As mentioned before, the company has too high requirements for talents without practical experience. We can strengthen training in university to reduce rote memorization of books, expand the construction of off-campus practical training bases in universities to increase practical operation, and the government can appeal to the company to reduce the difficulty of employment threshold. At the same time, it can not only increase the demand of talents but also strengthen the practical operation of talents. Meanwhile, that's what this article will do in research and writing to keep track of what's going on to ensure the practice of research.

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