

Research on the influence mechanism of consumer psychology on marketing based on big data analysis

Shaofeng Lv

Guizhou University of Finance and Economic, Guizhou, China

Abstract. In the continuous development of Chinese market economy, consumption behavior has become the most important force in promoting economic development. Under the influence of economic, cultural, social and uncontrollable factors, consumer psychology is also constantly changing, resulting in changes in consumer behavior, which will change the marketing strategies of enterprises in the market. It is of great significance to study consumer demand from the perspective of consumer psychology and guide enterprises to do a good job in product, service and marketing. Fully consider the needs of the actual situation, do a good job of research on consumer psychology in different times, different populations and different regional environments, provide corresponding information support for marketing activities, and ensure the effectiveness of marketing work. Based on this, this paper expounds the factors affecting consumer choice in marketing, explains the changes of contemporary consumer psychology, and puts forward marketing countermeasures based on consumer psychology, in order to achieve long-term and stable development of enterprises.

Keyword: Consumer psychology; Marketing strategy; Consumer demand.

1. Introduction

In the modern market economy environment, enterprises need to establish market-oriented management mechanism if they want to deal with market changes in time. Enterprises need to "co-opt" consumers if they want to occupy a favorable competitive position in marketing activities. In consumer research, the psychological activities of consumers are usually considered as the internal factors affecting consumer behavior. Consumers have different values, ways of thinking, temperaments and interests. The psychological activities of consumers can influence their personal behavior and determine their final decision.

Consumer psychology refers to the inner change of consumers in the process of consumption, that is, what a person thinks when he or she is a consumer. It includes consumer psychology and purchasing psychology. The characteristics of consumer psychology are closely related to the individual economic level, character characteristics, social role and other aspects of the situation. Different people have certain differences in consumer psychology. In marketing management, it is necessary to know the psychological status of consumers. Through the decomposition of consumption behavior, the psychological status of consumers can be recognized. The development of marketing is essentially to follow the psychological characteristics of consumers, fully win the trust, dependence and loyalty of consumers, effectively improve sales performance, for enterprises to win a higher market share, profit and development prospects. Marketing work should fully grasp the psychological characteristics of the target audience, understand their hierarchical needs, so that the development of marketing work in line with the corresponding target audience's psychological demands, reasonable sales plan, in order to obtain the market share due to the market. Therefore, consumers' psychology can be generally divided into the following aspects: brand demand, cheap demand, practical demand, new product demand, popular demand, interest demand .

The common research framework of consumer psychology mainly includes perception, learning, needs, motivation, personality, emotion, attitude and values. The psychological state of consumers directly affects their consumption behavior, which will affect the final result of their consumption behavior, and affect their evaluation and feeling of products. In general, there are changes in consumer psychology, which should be recognized. In the marketing management work, we should grasp the key points of the change of consumer psychology in different stages, carry out the marketing work, and strengthen the role of consumer psychology.

2. Factors affecting consumption choices in marketing

2.1 Rationalization of consumption

Most consumers believe that the price determines the quality of goods, so called "a penny, a penny". But is high price really the same as high price? As China has entered the stage of high-quality economic development, consumers now pay more attention to the performance performance ratio. They not only care about the price of products, but also care about the quality and performance of products. It shows a transformation from "buy expensive, buy more" to "buy fine, buy good". The pursuit of a perfect balance between price and quality is the main consumption psychology of current consumers .

In addition to cost performance, today's post-90s and post-00s young people are also increasingly concerned about health. Irregular living habits have become the lifestyle of the new generation of young people, and the habit of going to bed late and getting up late has become very common. They also know the harm these irregular habits cause, but it is difficult to change in a short period of time. Therefore, consumers are more likely to meet their mental health in consumption.

2.2 Product marketing

In real life, there are so many kinds of products with complex functions that consumers can't make a choice after searching all the products. At the same time, assuming that consumers are looking for the same type of products with basically the same price level, then on the basis of the product itself, if it can meet other needs of consumers, such as aesthetic needs, it will become the first decision of consumers, so as to make a successful marketing product .

In addition, most of the consumers are born in the 1990s and 2000s. These young people have not formally entered the workplace and have insufficient spare money to support their purchase of high-priced products. Therefore, enterprises should be more careful in pricing, not only to earn enough profits, but also to meet the needs of consumers at a low price. Can be through discount promotion, full reduction and other activities to achieve the price reduction requirements.

2.3 Consumer Service Experience

China has entered the era of experiential economy. Experiential consumption refers to a consumption mode in order to get desired consumption experience under specific consumption environment, so as to experience and experience consumption objects in person. For example, entertainment activities such as script killing, secret room escape and handcraft making are popular among young people, who prefer to obtain psychological satisfaction and spiritual pleasure from consumption . Modern consumer pursuit of novelty, the enterprise can be customized services to meet consumers' dissimulation, mental state, which requires the enterprise first to understand the demand of target customers, accurate to collect the information integration, and then in the process of production, when the customer information integration is completed at the same time, production can to produce the product according to the personalized requirements, So as to provide to customers . Service attitude determines behavior, which shows that the attitude of consumers can influence the occurrence of behavior, and the recognition emotion in attitude can further act on behavior, ensuring the synchronous occurrence of behavior and psychology, reflecting the important role of service attitude in the psychological level.

3. Marketing strategies based on consumer psychology

3.1 Brand marketing

At present, consumers largely rely on brand cognition. Therefore, attention should be paid to expanding brand influence, improving people's cognition of the brand, establishing a good brand image, increasing the frequency of the brand in people's life, and enhancing people's cognition of the

brand. This correspondence is shown in Figure 1. Nowadays, consumers are easily attracted by the appearance level of products, so they will choose to buy according to the cost performance of products. Enterprises should do a good job in product design, packaging and other issues, firmly grasp the customer's psychological pursuit of appearance level. At the same time, a relatively reasonable price range should be maintained to give consumers a longer and stable impression of consumption and help them have relatively stable consumption behavior. If discounts are offered frequently every day, consumers will lose their awareness of brand value and be relatively insensitive to price. In product sales or publicity, it is necessary to maintain a positive and healthy brand image, effectively promote consumers to produce a more positive brand impression of the product, and enhance brand loyalty.

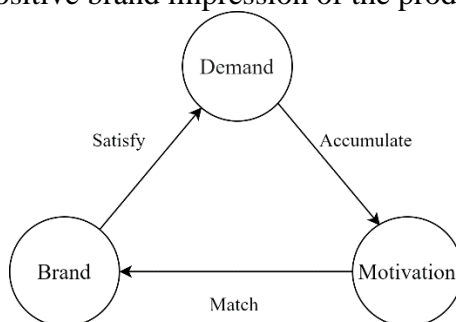


Figure 1. Brand marketing and consumer psychology

3.2 Focus on consumers' sense of ownership of the product

With the development of society, consumers begin to pursue personalized consumption, hoping to express their personality through the products they choose. Therefore, marketing methods that reflect their status and quality of life, or meet their individual needs and embody personalization are often welcomed by women. However, advertisements should also pay attention to the relationship with the local mainstream culture and avoid some "marginal" advertisements. First of all, pay attention to the local mainstream culture and values to avoid conflict with the mainstream culture or values when meeting the needs of a particular consumer. Second, avoid marginal advertising and spread negative effects. Pay attention to the content and form of advertising, spread correct and mainstream values, do not lead consumers to malignant. Only when the brand truly understands the hearts of consumers, can advertisements move consumers, as shown in Figure 2. The good values obtained from advertising will lead consumers to consume products that meet these values, thus forming a good triple cycle of brand, consumer and advertising industry.

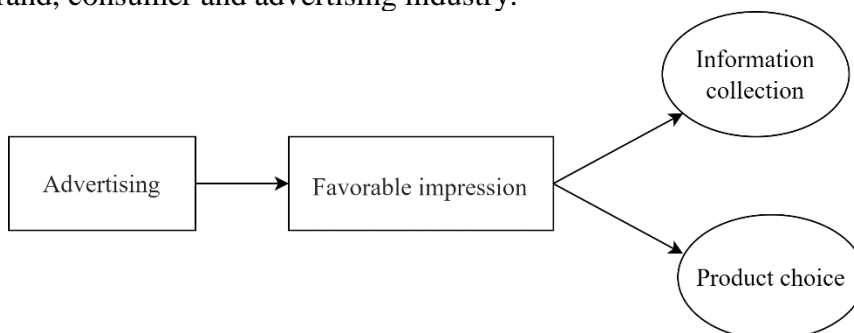


Figure 2. Advertising marketing and consumer psychology

3.3 Set the corresponding target object

Usually, products or services cannot be sold to all groups, especially in the current competitive environment, more products can only meet the needs of certain groups, it is impossible to cover all groups. Various consumer activities can be used to stimulate and explore consumer groups, understand the diversified psychological characteristics of target objects, and then do a good job of the key psychological appeals of targeted marketing. For example, as a salesperson, every day to contact a variety of customers, in these customers, there is no lack of wooden people speak, some

people wear a forced appearance, even directly blurt out, so as a salesperson to be strong, do not be afraid of customer rejection and neglect; Secondly, to be good at observation, through observation, see through what the customer is thinking.

Commodity itself has its own attributes and characteristics, to a certain extent can meet the actual needs of some consumer groups. We should actively do a good job of market research, understand the consumers who buy the product is what kind of consumer groups, study their consumer psychology and behavior characteristics.

3.4 Gain customer trust in service marketing

Service is the link closest to consumers in product marketing, and it is also the easiest link to build customer trust. In the production process, when customer information is integrated, the production can produce products according to these personalized requirements, so as to provide products to customers [10]. Customized services will increase the cost of products, but consumers are willing to pay a price that matches the value of unique products under the influence of individual consumption psychology. Therefore, we should make use of good services, so that customers can get a good shopping experience in consumption, so that customers can get the desire to continue to buy; Customers are willing to pay for the service of the brand and continue to choose the brand in order to obtain good service, so as to form customer trust.

4. Conclusions

With the continuous development of Chinese society, economic, cultural, social and other factors affecting consumer psychology are changing, consumer psychology is also changing, the market competition is constantly fierce, the focus of marketing work is to do a good job in the grasp of consumer psychology, according to actual conditions to make flexible adjustments, Different marketing activities should be designed for different regions, different consumer groups and different times, so as to ensure that marketing activities should be adapted to local conditions and timely conditions, which is conducive to the effectiveness of the overall work. At the same time, if an enterprise wants to do a good job in performance management, it should realize innovative development, adapt to the changes of the market environment, scientifically apply management accounting tools and formulate management modes according to the state of the enterprise, so as to improve the effect of performance management. According to the consumer psychology to flexibly change their marketing strategy, from the perspective of consumer psychology to influence the consumer's purchase decision, foothold in the market, seize market share, promote the long-term development of enterprises.

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