



Research on the Marketing Transformation Path of Household Appliance Enterprises under the Background of Artificial Intelligence

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Abstract: The article first explores how AI can fundamentally change the practices of these companies in terms of brand image, product design, and marketing efficiency. AI can help companies understand the preferences and behaviors of target markets through data-driven insights, which can be used to create personalized marketing messages, and it allows companies to consider various factors, all of which can be incorporated into the product development process, ensuring that the final product not only meets market demand but also exceeds customer expectations, thus marketing efficiency can be significantly improved through AI. However, the rapid development of AI technology has also brought a series of challenges to home appliance enterprises. The most important issues are data security and privacy protection, another challenge is the reliability and fairness of AI technology. Therefore, home appliance companies must consider the ethical impact of their AI systems and strive to ensure fairness and transparency. Given these challenges and opportunities, it is evident that home appliance companies need to skillfully harness AI technology to achieve a higher level of personalized marketing transformation.

Keywords: enterprise marketing, artificial intelligence, household appliances

1. Introduction

With the rapid development of artificial intelligence (AI), its impact has penetrated into various industry fields. Especially in household appliance enterprises, AI technology has become an important driving force for leading marketing changes. AI technology can provide more precise marketing strategies for household appliance enterprises by analyzing consumer behavior and preferences, thereby improving marketing effectiveness and customer satisfaction.[1] In addition, AI technology can also enable consumers to use household appliances more conveniently through applications such as intelligent voice assistants and smart homes, thereby improving the product's user experience and brand loyalty. Therefore, the application of AI technology in household appliance enterprises is of great significance for improving their competitiveness and market share. This article aims to explore in depth how household appliance companies can use AI technology to promote marketing transformation in the context of the rapid development of artificial intelligence technology, including enhancing brand image, optimizing product design, and improving marketing efficiency. This article will elaborate on how household appliance enterprises can leverage the power of AI technology to achieve more precise market positioning, more effective marketing strategies, and more efficient product design. At the same time, this article will also provide an in-depth analysis of the opportunities and challenges faced by household appliance enterprises in the face of rapid development of AI technology, as well as how they can respond to these challenges, seize the opportunities, and promote the sustainable development of the enterprise.

2. Artificial intelligence and marketing for household appliance enterprises

2.1 AI and brand image shaping

AI technology, with its efficient, precise, and intelligent characteristics, can provide real-time consumer brand evaluation and attitude insights for household appliance enterprises through deep mining and analysis of a large amount of data such as online public opinion and social media. This analysis can not only help enterprises accurately grasp market dynamics and consumer needs, but also provide strong data support for enterprises to shape and spread a brand image that is more in line with market and consumer preferences.[2] Through sentiment analysis technology, AI can identify and analyze whether consumers' evaluations of a certain brand are positive or negative. When negative evaluations are found, companies can adjust their brand strategy in a timely manner, take corresponding measures to improve brand image, and enhance consumers' awareness and favorability towards the brand. This precise brand strategy adjustment can not only reduce potential negative impacts, but also increase brand exposure and market share. In addition, AI technology can also provide predictions of market trends and consumer preferences for enterprises by analyzing topics, keywords, and popular trends on social media.

These predictions can help companies plan their market layout and products in advance to better meet consumer needs and market changes. By closely integrating with AI technology, household appliance companies can more efficiently manage their brands and promote their markets, thereby achieving long-term brand development and success.

2.2 AI and product design optimization

AI technology, with its unique advantages, has become an indispensable part of modern enterprises. It can quickly process a large amount of data, mine out deep information hidden in consumers' purchase history and browsing behavior, and help enterprises make more accurate product design solutions.[3] Through in-depth analysis of consumer behavior and preferences, AI technology provides enterprises with more precise product design solutions to meet the personalized needs of different consumers. This analysis reveals the personalized needs of consumers and provides enterprises with the possibility of customized product design and production based on individual needs. This customized product design not only makes the product more in line with consumer expectations, but also brings higher production efficiency and greater market competitiveness to the enterprise. With the continuous development of AI technology, it is reasonable to believe that AI technology will play an increasingly important role in future product design and production. It will become a key factor for enterprises to gain competitive advantage, helping them better meet consumer needs and improve market competitiveness.

2.3 AI and marketing efficiency improvement

AI technology, with its unique advantages, has played an increasingly important role in the field of marketing. Through deep learning and data analysis, AI can process a large amount of market data and accurately identify market trends and consumer demands, thereby providing strong support for household appliance enterprises. Through in-depth insight into the competitive environment, AI technology can help enterprises understand the marketing strategies and advantages of their competitors, thereby formulating more accurate marketing strategies. By analyzing market trends and consumer purchasing behavior, AI can predict popular product types and features in the future, as well as consumer purchasing intentions and price sensitivity. Based on these data, enterprises can develop more accurate advertising placement plans and promotional activity plans, thereby improving marketing efficiency and conversion rate.[4] At the same time, AI technology can also refine marketing strategies for different consumer groups based on their purchasing history and behavior, thereby achieving more personalized marketing services. In addition, AI technology can also assist household appliance enterprises in product design and functional optimization. By analyzing consumer feedback and behavioral data, enterprises can understand the shortcomings of products and consumer needs, thereby conducting product design and functional optimization. At the same time, AI technology can also automatically classify and analyze consumer feedback through natural language processing and machine learning algorithms, thereby helping enterprises quickly respond to market changes and consumer needs.

Overall, the application of AI technology in the field of marketing can help household appliance enterprises improve marketing efficiency and conversion rate, and achieve more precise marketing strategy formulation and implementation. At the same time, AI technology can also assist enterprises in product design and functional optimization, thereby meeting consumer needs and improving market competitiveness.

3. Marketing transformation path for household appliance enterprises

3.1 Transformation of user centered marketing concept

In the current era of artificial intelligence (AI), household appliance companies need to adapt to this change in a timely manner, gradually shifting from traditional product oriented thinking to user oriented thinking. This means that companies need to have a deeper understanding of consumer needs and behaviors, with consumers at the center, and provide them with personalized products and services. By applying AI technology to mine and analyze consumer data, we can obtain valuable information about consumers' purchasing history, interests, and preferences, thereby providing consumers with more accurate product recommendations and services.

The introduction of AI technology enables household appliance enterprises to better grasp consumer needs and further optimize products and services. AI can analyze consumers' purchasing behavior and preferences, thereby providing consumers with more personalized product recommendations. For example, if a consumer purchases a smart refrigerator, AI can recommend suitable food and beverages to meet their needs by analyzing their purchasing history and preferences.

In addition, AI technology can also help household appliance companies better understand consumer behavior. For example, by analyzing consumer behavior data when using smart household appliances, companies can understand consumer usage habits and preferences, thereby optimizing product design and services. For example, if it is found that consumers frequently use a certain feature when using smart washing machines, companies can optimize the user experience of that

feature in the next generation of products to improve consumer satisfaction.

3.2 Development of data-driven marketing strategies

AI technology, with its powerful data processing capabilities and precise algorithms, provides unprecedented business opportunities for household appliance enterprises. Through data mining and analysis, AI technology can provide in-depth insights into consumer purchasing behavior and preferences, providing enterprises with more precise marketing strategies. For example, by analyzing consumers' purchasing history and browsing behavior, AI technology can predict consumers' purchasing intentions, providing enterprises with more personalized product promotion and promotional activities. This approach can not only improve consumer satisfaction, but also effectively enhance the sales performance of the enterprise. In addition, AI technology can also help enterprises develop more precise market positioning and competitive strategies through the analysis of market trends. By analyzing and predicting market data, AI technology can provide enterprises with early warning and response strategies for market changes, enabling them to adjust market strategies in a timely manner and adapt to market changes and demands. This approach can enable enterprises to maintain a leading position in fierce market competition and achieve maximum commercial value.[5]

3.3 Personalized and customized product design

AI technology can bring enormous commercial value to household appliance enterprises. By deeply analyzing consumers' purchasing history and preference information, enterprises can provide personalized product customization services to consumers, meeting their pursuit of personalized needs. This customized product design and service can improve consumer satisfaction, thereby promoting sales growth and brand reputation of the enterprise. The strength of AI technology lies in its ability to process a large amount of data and extract valuable information from it. By deeply mining consumer purchasing history and preference information, AI technology can accurately predict consumer needs and preferences, thereby helping enterprises provide more accurate products and services to consumers. In addition, AI technology can also improve the accuracy and precision of its predictions through continuous learning and optimization, providing more reliable market analysis and decision support for enterprises. In addition to personalized product design and services, AI technology can also improve the quality and performance of products by optimizing product design. By comprehensively considering and analyzing various factors in product design and manufacturing processes, AI technology can provide enterprises with more reasonable and efficient product design solutions, thereby reducing production costs and improving product competitiveness. In addition, AI technology can also improve the quality and performance of products through real-time monitoring and optimization of production processes, thereby increasing consumer willingness and satisfaction.

4. Opportunities and challenges

4.1 Opportunities

Under the wave of artificial intelligence, household appliance enterprises have encountered unprecedented opportunities. Firstly, the application of AI technology can help enterprises achieve more refined personalized customization services, tailoring products that best meet consumers' different needs and habits. This can not only greatly improve the product quality of enterprises, but also further enhance their market share and competitiveness. Secondly, through AI technology, enterprises can dig deeper into and analyze consumer data, such as purchasing history, usage habits, consumption preferences, and so on. These data can provide strong support for enterprises' marketing strategies, enabling them to more accurately target users, choose the most suitable marketing methods and timing, and improve marketing efficiency and conversion rate. Finally, AI technology can also help enterprises shape and disseminate their brand image. For example, by analyzing users' search history, browsing history, and other data, enterprises can understand their needs and interests, and develop more accurate brand communication strategies, so that brand information can better reach target users. At the same time, AI technology can also use natural language processing and machine learning techniques to make brand communication more intelligent and efficient, and enhance brand awareness and reputation.[6]

4.2 Challenges

However, household appliance companies also face some serious challenges in exploring AI marketing. Firstly, data security and privacy protection have become one of the important issues faced by enterprises. Due to the fact that AI technology requires a large amount of user data for training and improvement, which often contains personal information such as names, addresses, purchase records, etc. Once leaked or abused, it may cause serious infringement of user privacy. Therefore, household appliance companies need to strengthen the protection of user data while utilizing AI technology to ensure data security and privacy. The reliability and fairness of AI technology have also become one of the issues that

enterprises need to consider. Due to AI technology being based on data for decision-making, there may be some biases and misjudgments. If certain specific groups or features are ignored or discriminated against in the training data of AI systems, the system may produce unfair results towards these individuals when making decisions. This means, for example, if an AI system is trained to identify credit card fraud behavior, but its training data does not include enough fraud cases from poor or ethnic minorities, then the system may tend to mistakenly label credit card users from these groups as fraudsters, resulting in unfair treatment for them. This situation may lead to legal and ethical issues, therefore, fairness and inclusivity must be considered when training and using AI systems. In addition, if there is a significant difference between the decision-making results of the AI system and human judgment, it may also cause users' doubts and distrust, which may further lead to a decrease in the overall evaluation of the AI system by users, and even choose to give up using it. Therefore, in order to enhance users' trust in AI systems, developers need to consider how to minimize differences in human judgments and ensure that the decision-making results of AI systems are accurate and interpretable when designing AI systems. At the same time, sufficient documents and guidelines need to be provided to help users understand and trust the decision-making results of AI systems. Therefore, household appliance enterprises need to strengthen monitoring and adjustment of the system while utilizing AI technology to ensure its reliability and fairness.

How to combine AI technology with traditional marketing methods to maximize marketing effectiveness is also one of the issues that enterprises need to consider. Although AI technology has become increasingly widely used in the field of marketing, traditional marketing methods are still one of the indispensable marketing methods for enterprises. Therefore, household appliance enterprises need to combine AI technology with traditional marketing methods, such as advertising, promotional activities, etc., while utilizing AI technology, in order to achieve the maximum marketing effect. At the same time, it is also necessary to flexibly use different marketing methods based on different user groups and product characteristics to better meet user needs and improve sales performance.

5. Conclusion and outlook

Under the wave of artificial intelligence, the marketing transformation path of household appliance enterprises is gradually becoming prominent, with the most eye-catching being the transformation of user centered marketing concepts, the development of data-driven marketing strategies, and personalized product design.[7] These changes not only reflect the deep understanding and precise grasp of consumer needs by household appliance enterprises, but also reflect their keen insight and flexible response to market trends.

However, in the practical process, household appliance enterprises also face some challenges and problems. Firstly, how to combine AI technology with traditional marketing methods to maximize marketing effectiveness is both a technical and strategic issue. Enterprises need to constantly explore and practice to find the best combination point in order to maximize the role of AI technology in marketing. Secondly, data security and privacy protection are also issues that enterprises must pay attention to in AI marketing. With the increase of data, how to ensure that consumer privacy is not violated while effectively utilizing data for precision marketing is a challenge that enterprises must face. Finally, the reliability and fairness of AI technology are also issues that enterprises must consider when applying AI technology. Enterprises need to ensure that the decision-making of AI systems is fair and transparent, while also ensuring the reliability of the system to avoid the loss of marketing effectiveness caused by AI system errors.

Despite facing these challenges and issues, household appliance companies are still actively exploring and striving to achieve the best combination of AI technology and traditional marketing methods.[6] They delve into consumer data and use AI technology to accurately depict consumers, in order to better understand their needs and provide personalized products and services. At the same time, they also pay attention to data security and privacy protection issues, ensuring the security of consumer data by establishing strict data management systems and adopting advanced encryption technologies. In addition, they continue to explore the reliability and fairness of AI technology, ensuring its reliability in marketing by establishing a fair and transparent decision-making mechanism and a rigorous quality control system.

In the future, with the continuous development and improvement of AI technology, as well as the continuous pursuit of personalized needs by consumers, it is believed that the AI marketing of household appliance enterprises will become more mature and diverse. Through the deep application of AI technology, household appliance enterprises will be able to provide consumers with more intelligent, personalized, and convenient products and services, meeting their various needs. Meanwhile, as enterprises improve their understanding and mastery of AI technology, they will be able to better cope with various challenges and problems, and achieve sustainable development of AI marketing.

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