



Research on the Impact of Consumer Behavior Changes on Marketing Strategies in the Internet Era

Tianjiao Hao, Liping Yu*

Sehan University, Yeongam-gun Jeollanam-do, Republic of Korea

Abstract: In the Internet era of rapid development of information technology, consumer behavior has undergone profound changes, which has a full range of impact on corporate marketing strategy. Consumer information acquisition channels have become convenient and gradually diversified, consumer decision-making is more rational, and personalized needs are more and more prominent. These changes have prompted companies to review and adjust their marketing strategies, strengthen data-driven market insights, focus on brand building and word-of-mouth marketing, and enhance product innovation and service capabilities. Through in-depth study of the changes in consumer behavior and its impact on marketing strategies, it will help enterprises grasp the opportunities in the fierce market competition, and ultimately realize the sustainable development of enterprises.

Keywords: internet era, consumer behavior change, marketing strategy, market segmentation

1. Introduction

In the rapid development of information technology, the Internet has been deeply integrated into all levels of social economy, completely revolutionized people's life patterns and consumption habits. Consumers are no longer passive recipients of products and services, but with the use of the Internet to actively collect information, compare and filter and make decisions. This profound change in consumer behavior has brought unprecedented challenges and opportunities to the marketing strategy of enterprises. Analysis of the new characteristics of consumer behavior in the Internet era, to explore the impact of its marketing strategy, the enterprise in the highly competitive market to stand firm, to achieve sustainable development is of great significance.

2. Changes in consumer behavior in the Internet era

2.1 Diversified and convenient channels for obtaining information

In the past, consumers mainly rely on television, newspapers, magazines and sales staff to obtain product information. In the Internet era, search engines, e-commerce platforms, social media, professional evaluation sites and other important ways for consumers to obtain information. Relevant survey data show that in the purchase decision process, more than 80% of consumers will use the Internet channel to obtain product information. With a click of the mouse or a slide of the screen, consumers can quickly access a huge amount of product information, including product features, prices, user reviews, brand reputation and so on. For example, a consumer intends to buy a cell phone, he can search for mobile phone-related information in Baidu and other search engines, Jingdong, Taobao and other e-commerce platforms to view the product parameters and prices, in the small red book, microblogging and other social media platforms to refer to other users of the use of the experience and recommendations, but also in the professional cell phone evaluation site to understand the detailed performance evaluation. This diversified and convenient way of obtaining information allows consumers to have a more comprehensive and in-depth understanding of the product, and then take greater initiative in the purchase decision.

2.2 Consumption decisions become more rational

Rich sources of information enable consumers to fully compare and analyze before making purchasing decisions. They are no longer easily swayed by the unilateral publicity of enterprises, but consider a number of factors. Consumers will compare the prices of products from different brands and merchants, refer to the real reviews of other consumers, and evaluate whether the products meet their actual needs. Take the purchase of cosmetics as an example, consumers are not only concerned about the brand and advertising of the product, but also carefully check the ingredient list to understand whether the product is suitable for their own skin type, and by checking the effects of use shared by other consumers on social media platforms, to determine whether the product is really as effective as advertised. This rational consumption trend requires companies to win consumers' trust with excellent product quality, true and accurate information and good user reputation.

2.3 Personalized needs are highlighted

The popularity of the Internet makes it easier for consumers to access various types of niche, personalized products, but also inspired them to pursue unique, show their individuality of the consumer desire. Market research data show that the demand for personalized products is growing at an annual rate of 15%. Consumers are no longer satisfied with standardized products that are all the same, but expect products to fit their unique needs and tastes. In the field of clothing customization, consumers can according to their own body size, preferred styles and colors, customized one-of-a-kind clothing; in the field of electronic products, some consumers will choose to personalize the configuration of cell phones, computers and so on. If enterprises want to meet the needs of this part of the consumer, they need to have a stronger ability to customize products and innovative design capabilities.

3. The Impact of Changes in Consumer Behavior on Marketing Strategies

3.1 Impact on market positioning

The diversification and personalization of consumer demand in the Internet era makes it difficult for traditional broad market positioning to accurately meet consumer demand. Enterprises need to take advantage of big data analysis and other technologies to carry out more detailed market segmentation of consumers, based on the age, gender, interests, consumption habits, purchasing power and other multi-dimensional characteristics of consumers, the market is divided into a number of niche and precise market segments, and then develop personalized products and marketing strategies for the unique needs of each market segment [1]. For example, beauty brands for different age groups, skin quality and consumer demand for women, the launch of different series of products, such as for young oily skin consumers of oil control acne series, for middle-aged dry skin consumers of anti-wrinkle moisturizing series and so on. Through precise market positioning, enterprises can better meet the individual needs of consumers and enhance market competitiveness. According to statistics, enterprises adopting precise market positioning strategy have increased their market share by 10-15% on average.

3.2 Impact on product strategy

In today's highly competitive market environment, consumers' pursuit of new things and personalized needs have a significant impact on the enterprise's product strategy. Consumers' growing interest in new things, as well as a strong desire for personalization, has become an important driving force to promote the development of enterprises, prompting enterprises to accelerate the pace of product innovation. Taking Apple as an example, the company launches new iPhones every year. In terms of appearance design, from rounded edges to right-angled bezels, the company continues to push forward new ideas; in terms of functional configuration, the camera pixels are upgraded and the chip performance is enhanced; in terms of user experience, the operating system is optimized, etc., and innovations are carried out in an all-round way, so as to satisfy the consumers' increasing requirements for smartphones. Research shows that for every 10% increase in product innovation investment, the sales of an enterprise will increase by 8-12% on average.

3.3 Impact on price strategy

The Internet has made product price information more transparent, and consumers can easily compare the prices of products from different merchants. This requires companies to be more careful in setting their pricing strategies, as high prices may lead to consumer loss. Enterprises need to consider the cost, market demand, competitors' prices and other factors to set reasonable and competitive prices. With the help of big data and artificial intelligence technology, enterprises can monitor market demand, consumer behavior and competitors' price changes in real time, so as to realize dynamic pricing[2]. For example, airlines adjust air ticket prices in real time according to flight bookings, travel time, market demand and other factors; hotels increase room rates during peak seasons, holidays and other peak demand periods, and reduce prices during off-season. Dynamic pricing strategy can help enterprises better balance the relationship between supply and demand and maximize revenue.

3.4 Impact on Channel Strategy

With the popularization of the Internet and the development of e-commerce, online sales channels have become an indispensable sales channel for enterprises. Consumers are more and more inclined to shop through e-commerce platforms, social media and other online channels. Enterprises need to increase investment in online channels, optimize the design of online store pages, improve the shopping experience, strengthen logistics and after-sales service. Enterprises can also use social media to promote and sell their products, and expand online sales channels through emerging marketing methods such as live streaming and social group purchasing. Although the online channel is developing rapidly, offline physical stores still have irreplaceable advantages, such as providing product experience, instant shopping and so on. Uniqlo launched the

“online order, store pickup” service, consumers can choose to pick up the goods at the nearby store after placing an order online, which not only saves logistics time, but also enjoys the offline shopping experience. Companies that synergize online and offline channels have an average of 25-30% higher overall sales compared to single-channel sales.

4. Suggestions for Adjusting Marketing Strategies for Enterprises to Cope with Changes in Consumer Behavior

4.1 Strengthen data-driven market insights

Enterprises need to build a complete data collection and analysis system. In the digital era, data comes from a wide range of sources, including Internet platforms, sales channels and customer relationship management systems. By integrating these multiple sources of data, companies can dig deeper into the hidden patterns and trends behind consumer behavior. With the help of data analysis, enterprises can accurately grasp the needs and preferences of consumers, clarify their purchase motives, gain insight into the entire decision-making process, and obtain consumer feedback on marketing strategies in a timely manner[3]. Data-driven marketing decision-making can make the enterprise's marketing effect to improve 30-40%, these valuable data for the development and adjustment of marketing strategy provides a solid scientific basis.

4.2 Focus on brand building and word-of-mouth marketing

In the information explosion of the Internet era, brand image and word of mouth in the consumer's purchase decision to play a more and more critical role. Enterprises should first attach great importance to brand building, clear their own brand positioning and core values. This requires companies from product design, production, sales and after-sales service of the whole process, consistently through high-quality products and services to convey the brand concept, so as to create a good brand image. Apple has won the recognition of consumers around the world with its simple, high-end brand positioning, through high-quality products and unique user experience. Data show that word-of-mouth communication among consumers can increase brand awareness by 20-30% within 6 months.

4.3 Enhance Product Innovation and Service Capability

Enterprises should continue to increase investment in R&D resources and strengthen cooperation with research institutions and universities to improve their product innovation ability. Through in-depth understanding of consumers' individual needs, launch innovative products. In the process of product innovation, we should not only pay attention to the functional innovation of the product, but also pay attention to the optimization of the appearance design and user experience. Product innovation and quality after-sales service can increase consumer loyalty by 25-35%. Xiaomi continues to launch cost-effective smartphones with unique features to meet the diverse needs of different consumers. Enterprises should also pay great attention to product quality and after-sales service[4]. The establishment of a set of perfect after-sales service system, to ensure a timely response to consumer demand for after-sales service, and efficiently solve the problems encountered by consumers in the process of using the product, which is essential to improve consumer satisfaction and loyalty.

4.4 Optimize online and offline channel synergy

Enterprises should formulate online and offline integrated channel strategy, deeply integrate online and offline resources, and realize complementary channel advantages. In terms of commodity management, it is necessary to ensure that the online and offline commodity inventory information can be synchronized in real time, to avoid the emergence of the online display of goods but offline but no goods, or offline goods but online can not be purchased in the embarrassing situation. In terms of price management, it is very critical to maintain the consistency of online and offline prices to prevent the loss of consumers due to price differences[5]. In terms of marketing activities, online and offline should collaborate to carry out promotional activities and attract each other's flow, so as to improve the marketing effect. Enterprises hold new product launches offline at the same time, through online live broadcasting, social media interaction, etc., to attract more consumers to pay attention to expand the influence of the activities. By optimizing the synergy of online and offline channels, enterprises can provide consumers with a more convenient and efficient shopping experience and enhance market competitiveness.

5. Conclusion

Consumer behavior in the Internet era has undergone profound changes, with diversified information acquisition channels, more rational consumer decision-making, personalized needs and increased social interaction, which have had an all-round impact on the marketing strategies of enterprises. From market positioning, product strategy, price strategy, channel strategy to promotion strategy, enterprises need to adjust and optimize according to changes in consumer behavior.

To cope with these changes, enterprises should strengthen data-driven market insights, focus on brand building and word-of-mouth marketing, improve product innovation and service capabilities, optimize online and offline channel synergies, and innovate marketing methods and tools. In future research, we can further explore the specific implementation effect and optimization direction of marketing strategies of different industries and types of enterprises in response to changes in consumer behavior, so as to provide more targeted theoretical guidance for enterprise practice.

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Author Bio

Yu Liping, March 2011-, Present: Professor, Department of Human Services, Sehan University, Areas of Interest: Financial Accounting, Local Government Accounting, Employment and Entrepreneurship, Big Data.