

Innovative Marketing Model Based on Consumer Psychology in the Context of New Economy

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Abstract: Consumer psychology is to study the relationship between the laws of human psychological activities and behaviors, and to provide guidance for people on how to live and produce better. Consumer psychology has increasingly penetrated into enterprise marketing activities. How to better grasp the laws of consumer psychology and behavior plays an important role in the market development and marketing model of enterprises. Therefore, under the guidance of consumer psychology, this paper analyzes the marketing innovation model. The experimental survey data shows that in the context of after-sales recommendation, the extroverted personality (41.2) has a higher average value of psychological inversion than the introverted personality (39.5).

1. Introduction

Consumer psychology is a study of the psychology and behavior of consumers, which provides new methods for marketing, and also puts forward constructive suggestions for enterprises in product design and development. People's living standards are improving day by day, and consumption demand is gradually rising from the material level to the spiritual level. In this context, Chinese residents pay more and more attention to products and services. And consumer behavior is an important factor that affects the success of marketing activities and social value. Therefore, how to seize the opportunities and meet the challenges has become one of the urgent problems to be solved in enterprise management.

There are many theories related to consumer psychology and marketing model innovation. For example, some experts believe that companies should actively explore new development models according to the current development reality [1-2]. Other experts believe that the traditional unit price marketing model can no longer adapt to the changing market demand, so they put forward an innovative strategic analysis of the marketing model in the context of economic transformation [3-4]. In addition, some experts emphasized that in marketing, in order to obtain more economic benefits and achieve its long-term development goals, the company should, in principle, actively study and innovate the economic management model [5-6]. Consumer psychology and marketing mode interact with each other. Consumer psychology is applied in practice to improve the efficiency and effect of marketing.

This paper first studies the basic concepts of consumer psychology and its role in marketing in the context of the new economy. Secondly, the innovative marketing model is discussed in detail. Then, the effects of three marketing forms on psychological reaction were investigated and analyzed. Finally, through the comparative analysis of the data results, the relevant conclusions are drawn.

2. Marketing Mode Guided by Consumer Psychology

2.1 Consumer Psychology

Consumer psychology is to study and analyze the relationship and function principle between consumers' psychology, behavior and purchase intention. When consumers choose products, they should consider the demand characteristics of different stages and periods. Consumer psychology studies the laws of consumers' purchasing behavior and psychological activities, and explores the process of consumers' reaction, judgment and memory to certain goods or services within a certain period of time. This paper analyzes consumers' purchasing behavior and psychological needs by studying the changing rules and influence degree of the relationship between the product or service itself and other factors. Consumer psychology has strong subjectivity. Consumer psychology has obvious purposive characteristics. Consumers often have their own independent demand goals and motivations to make purchase plans to meet their own needs and achieve self-worth, spiritual pleasure and sense of achievement [7].

The rise of consumer psychology is an inevitable stage in the context of global economic integration, and it is highly representative. With the increasing diversification of consumer demand in the market economy environment and the continuous updating of information channels and means. Marketers should put forward new requirements for products or services according to different groups. So as to create a new consumption model that is more in line with consumer psychology. The marketing model of consumer psychology in the context of the new economy refers to the self-evaluation and selection of consumers in the process of consumption based on their own needs, combined with market needs and personal preferences. In the context of the new economy, consumer psychology has changed greatly, and the traditional marketing model can no longer meet consumer needs. Enterprises must formulate corresponding strategies according to different regions and different periods. The consumer groups in a relatively inferior position in the market competition will pay more attention to services, rather than just satisfy the needs of providing high-quality goods and comfortable environment [8].

In the operation of consumer psychology marketing model in the context of the new economy, enterprises can make use of consumer psychological characteristics and combine their own actual conditions to market positioning and promotion of products. According to the elderly, they need to pay attention to their health awareness, pursuit of fashion and healthy eating habits. For female customers, gifts or coupons can be given to attract them to buy. At the same time, male customers should also pay attention to their purchase motivation and needs. From the perspective of marketing, consumer psychology is a new economic phenomenon, which is produced under the conditions of market economy. Enterprises can use network technology to quickly and accurately transmit marketing information to target groups or potential customers. In the changing market environment, enterprises must adjust their business strategies in time to improve product quality and service level.

2.2 Innovative Marketing Model

If enterprises want to benefit from it, they must continue to innovate. When the company encounters a bottleneck in its development process, they will die because they have no innovative

marketing model and are eventually acquired or directly bankrupt. The innovation of business marketing model is a comprehensive activity, which is finally evaluated and tested through the reorganization of the determined value activities and the integration of stakeholder relationships. The importance of customers in marketing innovation lies in meeting their needs. With this goal in mind, we can create value and gain competitive advantage for customers and ourselves by organically combining existing resources, systems and models. In the current context of global consumer improvement, globalization and technological change are changing the competitive situation of enterprises. In this case, companies that can take advantage of structural changes to innovate their marketing models develop the fastest [9-10].

Compared with the past, the consumption process under "new consumption" is more rational, pays more attention to spiritual experience, pursues high-quality and efficient products, promotes green consumption mode, and advocates a healthy life attitude. Driven by "new technology" and combined with "new manufacturing industry", these "newcomers" have made huge, rapid and profound changes in consumption. In the era of meeting the basic survival needs, the purpose of human consumption is to obtain materials. In an era of appreciation in which material conditions are extremely rich and consumer behavior involves more psychological and spiritual needs, more and more middle class, high-income groups and highly educated people become the backbone of social consumers [11]. In the era of consumer appreciation, consumers can choose the shape, color, performance and other specific aspects of products according to their preferences, which will help enterprises better meet consumers' specific preferences in product development and create a consumption environment in which personality and community coexist. The improvement of information content and technology has diversified the news media, met the spiritual needs of the residents, and created a positive and open attitude to life, which has contributed to the increasing diversification of products. Consumption has connotation. The purchase behavior of consumers includes not only obtaining material goods, but also obtaining spiritual satisfaction. Only when consumer goods have connotation and depth can consumers stop [12].

3. The Impact of Three Marketing Forms on Psychological Reaction

3.1 Experimental Design

This study focuses on the innovation and recommendability of the customer value multiplier marketing model, the application of new technology, the strategy and resource integration as independent variables, the consumer personality characteristics as adaptive variables, the degree of consumer psychological reaction as dependent variables, and the innovation of the customer value multiplier marketing model and the innovation of the new technology application marketing model. Strategy and resources integrate the three innovative forms of marketing model, as well as the influence of recommendation time on consumers' psychological reaction and the influence of personality characteristics on them[13-14]. The research uses situational experiment and online questionnaire methods, and combines two kinds of recommendation agreements (pre-sale and after-sales) to design six scenarios: customer value multiplication, new technology application, strategy and resource integration.

3.2 Experiment Preparation

In addition to six groups of experimental situations, EPQ questionnaire and psychological response scale, we also designed many personal information options to analyze the relationship between gender, age, education level, connection time and frequency and other information and variables of each sample[15]. It is summarized and summarized as the only option for reference

information. Finally, we created an online design questionnaire. Considering the processing speed and attention of the subjects, we created a network-side questionnaire on the mobile phone at the same time, randomly distributed six groups of questionnaires, and collected the questionnaires through the mobile phone and PC.

The econometric analysis method is based on the support and operation of a large number of data. For the multi-factor and non-linear data conditions of this paper, the common empirical method of regression statistics is not selected here, but the grey system theory is adopted for analysis. Set the reference sequence A_0 as:

$$A_0 = \{A_0(1), A_0(2), \dots, A_0(m)\} \quad (1)$$

The comparison sequence A_i is:

$$A_i = \{A_i(1), A_i(2), \dots, A_i(m)\} \quad (2)$$

First, the data is initialized, then the correlation coefficient is calculated, and then the correlation degree α_i is calculated:

$$\alpha_i = \frac{1}{m} \sum_{l=1}^m \tilde{h}_i(l) \quad (3)$$

3.3 Experimental Implementation

In this study, the experimental situation was combined with the online questionnaire to collect data. There are four points altogether. The first point is the actual questionnaire. The second is the experimental scenario. There are six groups of experimental scenarios. Each tester is randomly assigned to one group. The third point is the practical questionnaire II, the reverse psychological measurement questionnaire. The fourth point is the basic information of the subjects, mainly including gender, age, education, online time, online frequency, online shopping experience and other information. After the formal experience, the first part mainly includes informing the subjects of the considerations, including the anonymity of the questionnaire. All data are only used for statistical analysis to determine the filling and describe the operation of the experimental system. In the second part, participants are required to use the mobile version of the randomly distributed questionnaire to answer questions according to the system requirements. These problems have two sides. After answering the questions on the first page, click "Next" to enter the second page until the questionnaire is completed. The descriptive statistics for the subjects are shown in Table 1:

Table 1: Number of Male and Female Subjects

	Male	Female
S1	20	8
S2	32	16
S3	15	15
S4	5	18
S5	20	30
S6	10	20

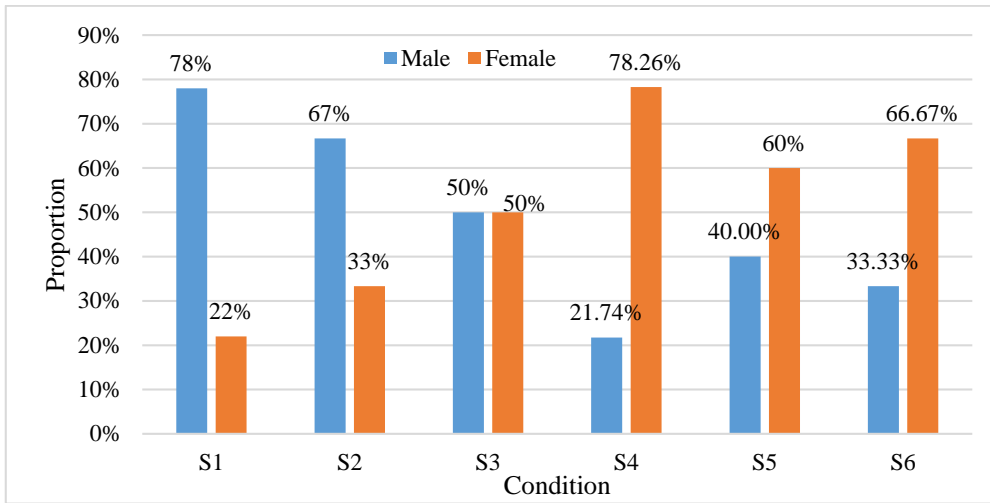


Figure 1: Proportion of Male and Female Subjects

As shown in Figure 1, we can see that in the subjects, the proportion of boys in trial scenarios 1 and 2 was much more than the proportion of girls. More girls than boys in scenes 4 and 5 and 6. While only the male-to-male ratio was consistent in trial scenario 3.

4. Experimental Investigation and Analysis

4.1 Comparison of the Mean Difference of Psychological Inversion in Different Expression Forms

The main effects of these three forms of expression on consumer psychological responses are significant. Consumer personality traits play a regulatory role in the influence of three ways of expression on consumer psychological responses. The specific direction of the adjustment must be verified by the psychological reversal in different situations. We used a multi-way analysis of variance to test for the interaction effects among the variables. The results of the mean difference in psychological reversal between different performance groups are shown in Figure 2:

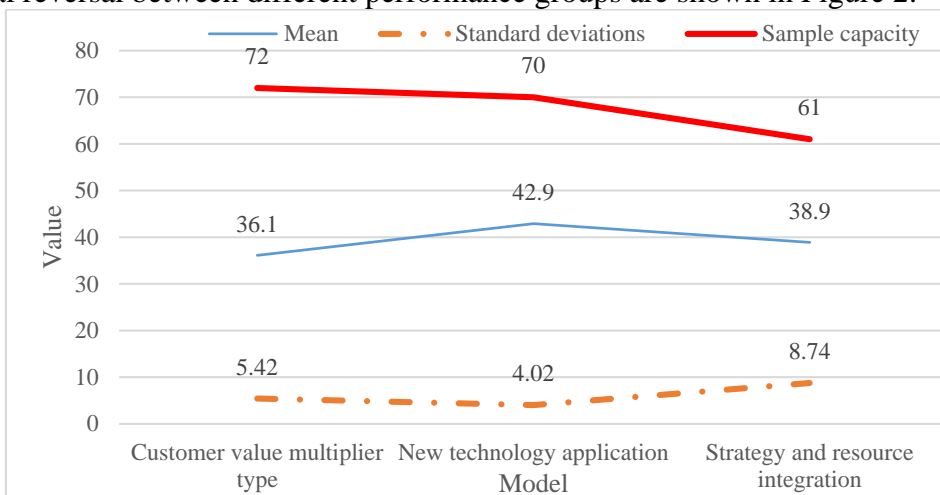


Figure 2: Comparison of the Mean Difference of Psychological Inversion in Different Expression Groups

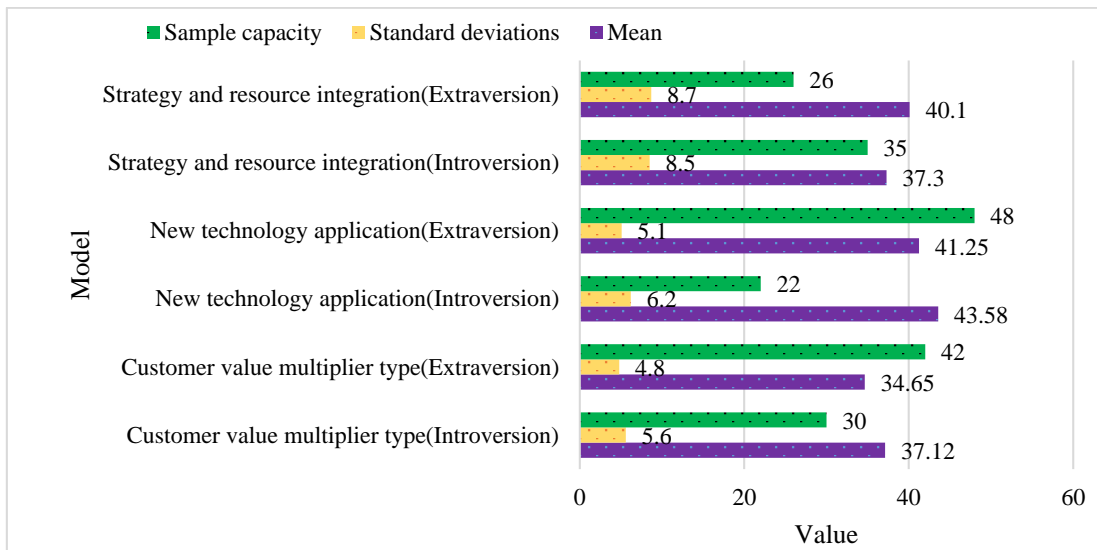


Figure 3: Comparison of the Mean Difference of Psychological Inversion in Different Situations

As shown in Figure 3, we can see that the psychological response of introversion is lower than that of extroversion when integrating strategic resources. In the other two groups, the mean version was higher than the extroverted personality. Introverted consumers are more rebellious than outgoing consumers. For new technology applications, introverted consumers are more rebellious than outgoing consumers. For the strategic resource integration group, introverted consumers are more rebellious than outgoing consumers.

4.2 Comparison of Psychological Reverse Mean Differences under Different Recommended Timing Situations

We tested the average of recommended psychological comparisons before and after sales. For pre-sale and after-sale suggestions, the average purchase intention of inward and outgoing consumers is as follows:

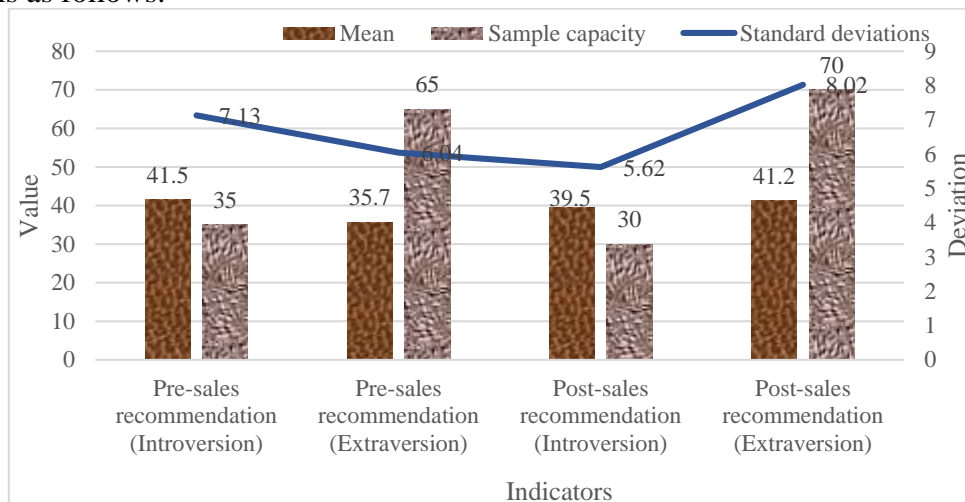


Figure 4: Comparison of the Difference of the Mean Value of Psychological Inversion under Different Situations of Recommendation Timing

As shown in Figure 4, we can see that in the context of pre-sale recommendations, introversion has a higher psychological reversal average than extroversion. Inappropriate recommendation time

will greatly affect the effectiveness of marketing. Consumers' purchase intention is determined based on their satisfaction with the use process of the purchased products.

5. Conclusion

Under the background of the new economy, the development of market innovative marketing model is very important and meaningful. Under the leadership of consumer psychology, the market is constantly updated and developing, the technology is becoming more and more advanced, and the improvement of people's living standards, and a variety of factors jointly contribute to the consumer behavior. By analyzing the psychological behavior characteristics of consumers under the background of new economy and the factors affecting the market innovative marketing model, in this paper, the effect of the marketing model of enterprises is improved. Consumer evaluation behavior after purchase depends not only on the quality, effectiveness and price of the product, but also on psychological factors, such as the gap between actual perception and expectation.

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