

Research on Consumers' Purchasing Behavior and Marketing Strategy Based on Mobile Internet Environment

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Abstract: The changes in China's economic system boost the Internet and lay a solid foundation for the development of the network economy. This paper analyzes the consumers' purchasing behavior and marketing strategy based on mobile internet environment.

1. Introduction

The changes in China's economic system boost the Internet and lay a solid foundation for the development of the network economy. The network economy has changed the relationship between companies, consumers, and enterprises. This paper analyzes the consumers' purchasing behavior and marketing strategy based on mobile internet environment.

2. Model analysis of consumers' purchasing behavior and marketing strategy based on mobile internet environment

2.1. Model

This paper takes the mobile Internet as a research case to explore the empirical research on the relationship between internet interactive marketing strategy and consumer behavior, including mobile QR code strategy, message website strategy, mobile search strategy, mobile business district strategy, wireless website strategy and Bluetooth interaction strategy

2.2. Consumption

Under the mobile internet interactive marketing model, companies can enhance interactive marketing with consumers and increase consumers' satisfaction. As methods of improving interactive marketing, strategies of message website, mobile search, mobile business district, wireless website and Bluetooth interaction can affect consumers' satisfaction. Based on the above analyses, the following consumptions are proposed in this paper.

Mobile Internet Enterprises:

H₁: There is a positive correlation between interactive marketing strategies and consumer satisfaction.

H₁₁: There is a positive correlation between message website marketing strategies and consumer satisfaction.

H₁₂: There is a positive correlation between mobile search marketing strategies and consumer satisfaction.

H₁₃: There is a positive correlation between mobile business district marketing strategies and consumer satisfaction.

H₁₄: There is a positive correlation between wireless website marketing strategies and consumer satisfaction.

H₁₅: There is a positive correlation between Bluetooth interaction marketing strategies and consumer satisfaction.

H₁₆: There is a positive correlation between QR code scanning marketing strategies and consumer satisfaction.

Based on the above analyses, this paper proposes the following consumptions:

H₂: By improving the consumer satisfaction, Interactive marketing strategies are positively correlated to consumers' behavior.

H₂₁: By improving the consumer satisfaction, message website marketing strategies are positively correlated to consumers' behavior.

H₂₂: By improving the consumer satisfaction, mobile search marketing strategies are positively correlated to consumers' behavior.

H₂₃: By improving the consumer satisfaction, mobile business district marketing strategies are positively correlated to consumers' behavior.

H₂₄: By improving the consumer satisfaction, wireless website marketing strategies are positively correlated to consumers' behavior.

H₂₅: By improving the consumer satisfaction, Bluetooth interaction marketing strategies are positively correlated to consumers' behavior.

H₂₆: By improving the consumer satisfaction, QR code scanning strategies are positively correlated to consumers' behavior.

2.3. Variable Selection

There are three main variables involved in the model. The first is the mobile internet interactive marketing strategy, consumer satisfaction and consumer behavior. Among them, the Internet interactive marketing strategy includes six aspects of measurement: message website strategy, mobile search strategy, mobile business district strategy, wireless website strategy and Bluetooth interaction strategy. The meaning of the variables is shown in Table 1.

Table 1 Meaning of variables

| Variables | Dimension | Basic meaning |
|--|-----------------------------------|---|
| Mobile internet interactive marketing strategy | Message website strategy | The number of mobile internet companies marketing by SMS messaging and wap addressing within one month |
| | Mobile search strategy | The number of data messages that you have searched using SMS, WAP, and IVR within one month |
| | Mobile business district strategy | The number of visits you make into the hall using mobile virtual business within one month |
| | Wireless website strategy | The number of times you received marketing pushes through your corporate wireless site within one month |
| | Bluetooth interaction strategy | The number you have interacted with mobile internet company via Bluetooth technology within one month |
| | QR code scanning by phone | The number you have interacted with mobile internet companies by QR code scanning of phone within one month |
| Consumer satisfaction | | The expected value of the goods or services that you purchase from the mobile Internet are consistent with the actual value |
| | | You are very impressed with goods or services that you purchase from the mobile internet |
| Consumer satisfaction | | You will continue to purchase goods or services from this mobile internet platform |
| | | You will recommend goods or services on this mobile internet platform to others |

Table 2 Correlation Test between Interactive Marketing and Consumer Behavior in Mobile Internet

| | Internet interactive marketing strategy | Message website strategy | Mobile search strategy | Mobile business district strategy | Wireless website strategy | Bluetooth interaction strategy | QR code scanning by phone | Consumer satisfaction | Behavior of consumers |
|---|---|--------------------------|------------------------|-----------------------------------|---------------------------|--------------------------------|---------------------------|-----------------------|-----------------------|
| Internet interactive marketing strategy | 1 | | | | | | | | |
| Message website strategy | 0.455 | 1 | | | | | | | |
| Mobile search strategy | 0.165 | 0.254 | 1 | | | | | | |
| Mobile business district strategy | 0.455 | 0.211 | 0.325 | 1 | | | | | |
| Wireless website strategy | 0.235 | 0.322 | 0.022 | | 1 | | | | |
| Bluetooth interaction strategy | 0.515 | 0.122 | 0.354 | 0.015 | 0.205 | 1 | | | |
| QR code scanning by phone | 0.218 | 0.3456 | 0.265 | 0.21 | 0.454 | 0.125 | 1 | | |
| Consumer satisfaction | 0.365 | 0.596 | 0.122 | 0.012 | 0.214 | 0.012 | 0.332 | 1 | |
| Behavior of consumers | 0.111 | 0.354 | 0.545 | 0.035 | 0.318 | 0.941 | 0.255 | 0.023 | 1 |

Table 3 Test for stationarity of variables

| Original variable | ADF Value | 5% critical value | first order difference variable | ADF Value | 5% critical value |
|---|-----------|-------------------|---|-----------|-------------------|
| Internet interactive marketing strategy | -1.598 | -3.385 | Internet interactive marketing strategy | -5.005 | -3.134 |
| message website strategy | -2.546 | -4.323 | message website strategy | -4.564 | -3.123 |
| mobile search strategy | -2.645 | -3.424 | mobile search strategy | -3.563 | -2.983 |
| mobile business district strategy | -2.674 | -2.865 | mobile business district strategy | -2.432 | -2.0312 |
| Wireless website strategy | -2.743 | -3.094 | Wireless website strategy | -2.64 | -2.093 |
| Bluetooth interaction strategy | -2.452 | -3.921 | Bluetooth interaction strategy | -2.533 | -2.031 |
| QR code scanning by phone | -2.255 | -3.255 | QR code scanning by phone | -2.032 | -1.3654 |
| Consumer satisfaction | -2.021 | -2.698 | Consumer satisfaction | -2.685 | -1.265 |
| Behavior of consumers | -2.325 | -3.665 | Behavior of consumers | -2.698 | -2.011 |

Table 4 Inspection of Residual Sequence e

| Variable | ADF value | 10% critical value | 5% critical value |
|----------------------|-----------|--------------------|-------------------|
| Residual Sequence e1 | -0.246 | -1.623 | -0.122 |
| Residual Sequence e2 | -0.325 | -1.125 | -0.102 |

Table 5 Multivariate Regression Estimates of the Relationship between Mobile Internet Interactive Marketing and Consumer Behavior

| | coefficient | Standard error | T value | P value |
|-----------------------------------|----------------|----------------|---------|---------|
| constant term | 12.358 | 0.256 | 5.365 | 0.000 |
| message website strategy | 0.258 | 0.657 | 6.255 | 0.000 |
| mobile search strategy | 0.125 | 0.365 | 2.356 | 0.025 |
| mobile business district strategy | 0.326 | 0.235 | 3.256 | 0.000 |
| wireless website strategy | 0.214 | 0.364 | 6.2554 | 0.001 |
| bluetooth interaction strategy | 0.023 | 0.025 | 5.235 | 0.001 |
| OR code scanning by phone | 0.357 | 0.0365.365 | 2.8674 | 0.006 |
| R ² | 0.7658 | | | |
| AdjR ² | 0.7435 | | | |
| F(P) | 258.35 (0.000) | | | |

Table 6 Multi-Regression Estimation Results of Relationship between Mobile Internet Interactive Marketing and Consumer Behavior

| | Coefficient | Standard error | T value | P value |
|-----------------------------------|----------------|----------------|---------|---------|
| Constant term | 0.174 | 0.117 | 1.485 | 0.3412 |
| message website strategy | 0.188 | 0.084 | 2.239 | 0.0634 |
| mobile search strategy | 0.154 | 1.23342 | 4.673 | 0.0010 |
| mobile business district strategy | 0.603 | 0.111 | 14.379 | 0.0008 |
| wireless website strategy | 0.313 | 0.122 | 2.754 | 0.0053 |
| bluetooth interaction strategy | 0.076 | 0.139 | 13.547 | 0.0009 |
| code scanning by phone | 0.374 | 0.117 | 1.485 | 0.3412 |
| R ² | 0.7256 | | | |
| AdjR ² | 0.7124 | | | |
| F(P) | 245.35 (0.000) | | | |

2.4. Impact of price changes on consumer demand for purchasing behavior

When other factors, such as the cost of information acquisition, remain constant, price factors have become the main consideration for consumers to choose brands of Internet finance industry. As shown in Figure 1, when the acquisition cost C (E) of brand information is kept constant C₀ (E), the initial consumer demand curve is D₀, the corresponding price is P₀, and the demand quantity is Q₀. When the price rises, the demand of consumer will inevitably decrease owing to the increased cost of consumption, and the demand curve will move to the left, ie D in the figure. When moving to D₁, the corresponding demand decreases from Q₀ to Q₁. When prices fall, consumers' demand will inevitably increase due to the decreased costs of consumption. Therefore, the demand for the Internet

financial industry brand products increased, and the demand curve moved to the right. That is, D_0 moves to D_2 , and the corresponding demand increases from Q_0 to Q_2 .

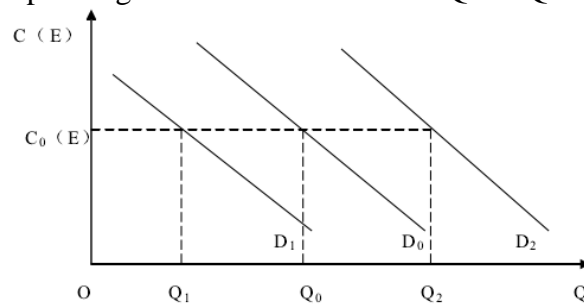


Figure 1 Effect of Price Change on Demand under Constant Information Acquisition Cost

3. Conclusion

First, the cointegration test yields first-order stability between the internet interactive marketing strategy, its six dimensions, and the consumer behavior variables. Second, the multiple regression estimate of the relationship between mobile internet interactive marketing and consumer willingness draw a conclusion that the estimation coefficients of mobile internet company SMS website strategy, mobile search strategy, mobile shopping district strategy, wireless website strategy, Bluetooth interaction strategy, and mobile phone two-dimensional code scanning estimation are respectively 0.258, 0.125, 0.326, 0.214, 0.023, and 0.357. There is an positive correlation among the mobile Internet enterprise SMS website strategy, mobile search strategy, mobile shopping district strategy, wireless website strategy, Bluetooth interaction strategy, mobile phone QR code scanning and consumer willingness. Third, the multiple regression of the relationship between mobile internet interactive marketing and consumer behavior draw a conclusion that the estimated coefficients of the mobile Internet company SMS website strategy, mobile search strategy, mobile business district strategy, wireless website strategy, Bluetooth interaction strategy, and mobile phone QR code scanning are 0.188, 0.154, 0.603, 0.313, 0.076, and 0.374. There is a positive correlation among mobile Internet enterprise SMS URL strategy, mobile search strategy, mobile shopping district strategy, wireless website strategy, Bluetooth interaction strategy, mobile phone QR code scanning, and consumer behavior.

In the Internet environment, China's mobile Internet companies should make full use of the opportunities for interactive marketing of the Internet, and actively use the SMS website strategy, mobile search strategy, mobile shopping strategy, wireless website strategy, Bluetooth interaction strategy, mobile phone QR code scanning to enhance and consume the interaction between individuals and promote consumers' understanding and communication of products and services, so as to enhance consumer experience, repurchasing behavior and loyalty of corporate brands, and inspire consumers to promote it to others.

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