

Research on Strategy Innovations of Luxury Marketing Based on Consumer Behaviors

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Abstract: With the development of society and the improvement of economic level, China's luxury market has developed rapidly in recent years. Many luxury brands have begun to focus on the Chinese market, and how to do a good job in luxury marketing management has become an important issue for many luxury enterprises. Luxury marketing strategies are closely related to consumer behaviors. Luxury consumption behaviors mainly include information search behavior, purchase decision-making behavior and commodity evaluation behavior. Based on the analysis of the above behaviors, this paper presents the innovations of luxury marketing strategy to provide some references for the relevant researchers.

1. Introduction

Luxury goods are not necessities of life. They can neither create real value nor provide people with the functions they need. However, luxury goods have always had their existence significance, which is the product of spiritual needs after the development of material civilization to a certain extent. As the name implies, luxury goods are a kind of high-price consumer goods. The reason why luxury goods can be loved and sought after by the vast number of consumers is that they are unique, scarce and rare. With the continuous improvement of China's social and economic level, the national income is also getting higher and higher. China has become a global luxury market with great potential. Experts say that China will become the world's leading luxury consumption country in the future [1]. Luxury goods are often regarded as symbols of wealth, while they are highly visual, personalized and specific. However, their high prices can also create a sense of distance. Because of these complex factors, the marketing management of luxury goods has always been a difficult problem in marketing management. Therefore, the marketing management of luxury goods also needs to maintain the specificity of luxury brands while maintaining the characteristics of luxury goods themselves. Of course, expanding the audience of luxury brands can improve economic efficiency in a short time, but it will make luxury brands lose their uniqueness and specificity, which is not conducive to long-term marketing management. However, because of the differences between eastern and Western cultures, consumers have different mindsets when buying luxury goods. For China, consumers focus on highlighting their high-level and status when buying luxury goods, but consumers in western countries pay more attention to the high-end and sophisticated luxury goods. Therefore, clearly grasping the psychological activities and behavior habits of luxury consumption groups is the prerequisite for luxury enterprises to open up the Chinese market [2].

2. Consumer Behaviors related to Luxury Purchasing

2.1 Information Search Behavior.

The motivation of luxury consumption is mainly divided into social-oriented motivation and personal-oriented motivation. Consumers want the goods they buy to be highly exclusive. If the limit of luxury goods is smaller, the demand for luxury goods will become larger. Whether it is cultural relics orphans, specially tailored jewelry or personalized clothing, belongs to vanity commodities. If

the group action of thinking impacts and affects an individual, then the individual will have doubts about his conscious action and adjust it to ensure that it is in accordance with the overall pace. Self-identity effect refers to the whole experience in which an individual exerts his subjective initiative, reflects on himself according to certain criteria, and generates a sense of identity for himself. After producing consumption motivation, consumers conduct information search behavior. There are many ways of information and search, and information carriers are also rich in media. The continuous development of network technology and the change of consumer's life style have greatly affected the way of information search of consumers. When consumers search for network information, their information sources can be summarized as network personal sources, mainly from the information provided by other netizens that consumers search for in the network community activities. The source of online commerce, the information consumers get from the enterprise's online advertising, online business promotion activities and online public relations activities. Internet public sources, consumers from the network media, portals, industry information network search information. The source of network experience is the past consumer's experience of online consumption that consumers search for in online forums and microblogs. According to the characteristics of luxury goods and luxury goods consumption, this paper puts forward the following assumptions: luxury goods consumption is mainly searched through the network, the main sources of network search are professional fashion websites or forums, brand official websites and network promotion activities [3].

2.2 Purchasing Decision Behavior.

The most important part in the evaluation of alternatives is the establishment of evaluation criteria. Face consumption motivation of luxury consumption and consumer's persistence in brand will inevitably become the key factors affecting the evaluation and selection of luxury goods in China. Young consumers advocate individuality and pursue the individualization of luxury goods is also an important criterion. This kind of commodity with high involvement will inevitably be influenced by word of mouth when evaluating and choosing. Luxury goods are different from traditional goods. Chinese consumers have a strong preference, even worship, for big brands. It can be seen that the brand size and popularity of luxury goods largely affect consumer's purchase decisions. Consumers are even unwilling to change brands when they purchase similar products. At the same time, consumer's purchase decisions are influenced by the evaluation results. Product and service pricing should take into account its own production costs, exclusiveness and customer satisfaction and other factors. However, when pricing luxury goods, they do not attach great importance to their own production costs. The so-called scarcity pricing means, that is, according to the consumer psychology and purchase reasons of some consumers, seize the exclusive characteristics of products to raise pricing. Mass media tools appear in people's lives all the time. The information and resources they convey are oriented to a certain extent, which induces mass consumption to a certain extent. Many foreign media have opened up the Chinese market one after another, and Chinese local media are always transmitting consumer fashion information to the public. The most prominent concept of consumer value is the star effect. Because of idol worship, all personal luxury consumption of many stars when they appear in the media can become the focus of public pursuit. Modern media often regard luxury consumption as a sign of elegance and interest, which has played a role in promoting mass luxury consumption [4].

2.3 Commodity Evaluation Behavior.

Post-purchase evaluation is mainly obtained by comparing the actual performance with the expected performance of the purchased items. The ways to control the after-purchase evaluation of consumers are to strengthen the control of actual performance, reduce the expected performance of consumers, and do a good job of after-sales service. This paper puts forward the following assumptions: consumer's post-purchase evaluation will be greatly affected by luxury propaganda, product performance and after-sales service. Post-purchase evaluation will affect consumers' next purchase decision. Consumers hope to improve enterprise production through post-purchase

evaluation. As long as consumers can feel the unique and noble feeling brought by luxury goods, and feel satisfied with their pursuit, display and trend psychology, they have a great chance to become fixed customers of brands. Likewise, luxury brands need to attract consumers enough to make consumers feel that they can get a good emotional experience through consuming luxury goods. As a breakthrough, luxury brands should comprehensively strengthen the appearance design of luxury goods, enhance the connotation culture of luxury goods and stimulate consumer's purchasing desire. Of course, this does not mean that luxury brands need bombardment advertising like ordinary goods. The audience of luxury goods is always limited. Starting from the emotional needs of specific audiences and experiencing the consumption experience of old and new customers is the key to maintain the market of luxury brands. The application of network realizes interaction and one-to-one service. Through the network means, to enhance the communication between consumers and enterprises, to truly meet the personalized needs of target consumers, to improve consumer recognition of products has important help. Establish a perfect database system, customer-centered, fully considering the needs of consumers and services that may be required.

3. Strategy Innovations of Luxury Marketing Based on Consumer Behaviors

3.1 Brand Publicity Strategy.

Enterprises should use various advanced technical means to launch network publicity offensive to improve brand awareness. Packaging luxury goods marketing website, to make its design style novel, rich cultural connotation, through the important portal sites or fashion websites to put online advertising, such as picture-in-picture, pop-up advertising, attract the attention of target customers. If luxury goods want to arouse the resonance of consumers, it is very difficult to completely rely on gorgeous appearance, unique and rare characteristics and popular brand image. Generally speaking, stories are often the basis of human emotional resonance. Like movies, movies that can make audiences feel emotional ups and downs usually have a good story and render emotions on the basis of stories. Accordingly, the emotional marketing management strategy of luxury goods also needs brand stories as the basis to attract consumers through stories, arouse consumer's resonance, and let consumers recognize brands and be willing to consume. In fact, many famous luxury brands are named after historical celebrities, brand founders and so on. These names often make consumers instantly associate the corresponding stories. Through these beautiful and moving stories, consumers can interpret the core value of the brand, and combine the story with their own emotions, so as to obtain similar emotional experience in the story in luxury goods. All the current well-known luxury brands, whether Chanel, Louis Vuitton, or Hermes, their brand stories have become well-known and touching stories for consumers, and also a bridge for consumers to connect their emotions with luxury brands. The existence of brand stories can further sublimate the brand value and connotation, make luxury goods more attractive, and change the stereotype of luxury goods of some people. Well-known luxury brands can occupy a leading position in the luxury market, their beautiful and moving brand story cannot be reproduced occupies an important credit.

3.2 Word-of-Mouth Marketing Strategy.

One of the most important characteristics of word-of-mouth communication is its high credibility, because in general, word-of-mouth communication occurs among groups with close relationships, such as friends, relatives, colleagues and classmates. Before the process of word-of-mouth communication, a long-term relationship has been established between them. Compared with pure advertising, promotion, public relations, business recommendation, home improvement company recommendation and so on, the credibility is higher. The natural social network of social networking sites has high marketing value. It has the relationship between real people and the way of communication between real people. It has the characteristics of high degree of consumer participation, strong interaction, specific theme and psychological belonging. It is convenient for enterprises to establish the relationship with target consumers by means of social communication, to

transmit brand information to them, and to give full play to the power of word-of-mouth communication and the influence of opinion leaders. With the joint promotion of blog, microblog and other community networks, a relatively high-end website can be established to facilitate market segmentation and customer management, and establish product reputation. Network community marketing can also implant products or brands into community user interaction media, such as building product or brand groups, using games or activities to implant marketing, etc. Luxury enterprises establish their own brand groups through membership system, and give more potential consumers an independent space for communication. Consumers can exchange their own experience and use social networking sites to carry out brand creative marketing activities, so as to make the brand image deeply popular in the promotion of activities. Luxury companies can also build their own social networking sites to attract potential consumers to participate. This kind of website has strong specificity and high degree of brand publicity, which facilitates the dialogue between brand and consumer. In website design, it should include new product publicity space, design concept, exchange forum, enterprise. When the size of users reaches a certain level, the role of social networking sites will play a very high level, and ultimately build customer brand loyalty.

3.3 Evaluation Feedback Strategy.

Collecting comprehensive and effective post-purchase evaluation information is the basis of post-purchase evaluation management for consumers. The application of network technology makes this link more efficient. In addition to the daily collection of post-purchase evaluation, enterprises can also conduct a special survey of post-purchase evaluation on the official website or the corresponding network channels, so as to obtain comprehensive data of post-purchase evaluation. Establishing a perfect post-purchase evaluation analysis and feedback mechanism, the marketing department of the enterprise should arrange specialists to sort out the collected post-purchase evaluation, and feedback it to the design, production, retail stores and other departments according to the ownership of the problem. This will greatly promote enterprises to produce marketable products, adjust marketing strategies in time, and improve consumer's service experience. Luxury goods have always been known for their superior service. In the era of network prevalence, luxury enterprises should pay more attention to the establishment of network service system, which is the key to the great success of enterprises. In the process of purchasing goods, enterprises should actively collect relevant information of consumers. Information filling and website registration are all good ways to get the first-hand information. As the contact information is filled in by consumers on their own initiative, it will not cause consumer exclusion in the later contact process. Enterprises can also analyze consumer's preferences for products according to consumers' browsing of brand Web pages and statistics of purchase records. The most important service content is to deal with customer complaints. Establish an efficient network problem feedback and solution mechanism. Whenever consumers have quality problems in the use process, they can consult enterprises through the network. Enterprises should give customers satisfactory answers at the first time and actively deal with them. This can greatly reduce the degree of consumer dissatisfaction, thereby reducing or even eliminating the negative evaluation of consumers.

4. Conclusion

With the gradual rise of luxury market in China, more and more luxury brands hope to make profits in China. Therefore, to do a good job in marketing management is the key to luxury brands to occupy an advantage in the fierce market competition. Starting from consumer behavior, this paper analyses the reasons behind consumer behavior, which are very effective management strategies. It is believed that with the continuous development of luxury industry and the attention of more and more scholars, the research on the innovation of luxury marketing strategy will be enriched.

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