

## Commodity Promotion Strategy Based on Psychological Distance Theory and Its Effect Analysis

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**Abstract:** All human behaviors are controlled by psychological activities, consumer psychology is the foundation of the consumer behavior. So, adopt the marketing tactics only to consumer psychology as the marketer or the trade company, stimulate, improve consumers' consumption desire, could make the good marketing result. The ones that meritted attention are: rational thinking of human brain on the basis of setting up the mankind in " the concept system is being accumulated " all the time, can be higher than all scientific circles of U.S.A., some scientists begin to pay attention to opening up virgin soil in the scientific field of another guide in recent years, this is: Why mankind exist so many irrational behavior choices of "illogical" and "uncertainty" always? Psychologist of American Princeton University Daniel Kahneman who is one of them, his "Maps of Bounded Rationality" theory, has explained and analysed the irrational choices behavior, thus revised the postulation of " rational people ". The text based on this, then we analyse consumer psychology, grasp and understand consumer psychological behavior in the course of consuming display, finally, we hope this can help marketer or the trade company to make scientific marketing tactics.

### 1. The Importance of Studying Psychological Distance

The nature of market economy determines that operators or businessmen must face the market and consumers, and changes in psychological distance and behavior will cause changes in the market and affect the operation and sales of operators or businessmen. Therefore, operators or businessmen must carefully analyze and understand the psychological distance of consumers. On this basis, reasonable business strategy and market combination are formulated to effectively regulate the quantity, variety and style of commodities, so as to meet the needs of consumers to the greatest extent, and to further improve and improve the quality and level of service, so as to achieve better economic benefits.

### 2. The Highlighting of Irrational Consumption Market

According to Kaneman's theoretical research and analysis, we attribute human daily economic behavior to "two core laws": one is based on simple and direct sensory advantages in comprehensive perception; the other is based on concise, clear and scientific rational concepts. At the same time, rational concepts are not omnipotent in guiding human decision-making. Once the concepts in ordinary people's minds exceed the complex index, they will give way to simple and direct sensory advantages. That is to say, human decision-making behavior is a process of interaction between human brain's "comprehensive perception accumulation" and "conceptual system accumulation". Tell a true story: After a family that is not particularly wealthy moved into a new house, the hostess happily bought six Venus statues (about eight inches tall, big and small) and placed them in three rooms and two halls, totaling more than 10,000 yuan. The husband said, "How can anyone spend money like you?" The hostess said, "I like it!" If she likes it, she has the desire to

buy, and feels that the consumption is worth it, so she is full of happiness. This is the human nature space that human "comprehensive perception accumulation" should obtain in the field of life consumption. It is also an irrational phenomenon of personal consumption, which is determined by the spontaneous sense advantage (intuition) and is not restricted by anyone or any system.

### **3. Analysis of irrational behavior based on bounded rationality graph theory.**

Kaneman points out that rational people in economic theory are described as having a single cognitive system, which has the impeccable logical ability of reasoning system and the low computational cost of intuitive system. In fact, through psychological thinking and research, he proposed that there is a two-system structure in which the intuitive system plays a major role. The core characteristics of actors are not guided by what they can calculate, but by what they often act in accordance with intuition. This can be used to explain the consumption behavior of the hostess mentioned above.

This theory is another risk theory put forward by Kahneman in response to Bernoulli error. Its value lies in that it is a descriptive theory about people's real choice of formal, rather than normative. There are three basic principles: 1. Most people are risk averse when facing gain; 2. Most people are risk preference when facing loss; 3. People are more sensitive to loss than to loss. Take a popular example: when buying stocks, most people are willing to sell stocks earlier to lock in profits when the stock price rises and is in a profitable state, which is risk-averse; when the stock falls, the stock is covered, and the majority of shareholders are unwilling to "cut meat", but continue to hold stocks, which is a risk preference. Moreover, when people get or lose the same amount of money, the degree of unhappiness caused by loss is much higher than the degree of happiness brought by gain.

According to the model, people use a limited number of heuristic principles, which simplify the complex task of evaluating the possibility and predicting the value into a relatively simple judgment activity. These heuristics work well for people in general, but sometimes they can lead to serious mistakes. Professor Xi Kaiyuan's ice cream experiment was cited to illustrate that:

Suppose there are two groups of ice cream. Group A has 7 ounces of ice cream in a 5-ounce cup and looks like it's overflowing. Group B also has 7 ounces of ice cream, but it's in a 10-ounce cup, so it doesn't seem to be full. Then, put two groups of ice cream together for sale.

The experimental results show that the sales of group A ice cream are much larger than that of group B ice cream. However, the net weight (weight) and price of two packaged forms of ice cream were equal. This shows that human rationality is limited, and its standard method of judging physical objects may lead to serious errors, that is, when people make choices, they do not calculate the real value of an item, but use some relatively easy to evaluate clues to judge.

## **4 Marketing Strategy**

### **4.1 People often consume according to their intuition without considering anything else.**

Faced with consumers' intuitive consumption tendency, the characteristics of intuitive movement are fast, automatic, effortless, associative and emotional. The following marketing strategies are put forward.

First of all, from the fast and automatic intuition, operators or businesses should make a good first impression on consumers. The specific methods are as follows:

1) Visual aspect: the consumer environment should be neat, the product display should be beautiful and generous, the focus should be prominent, and the appropriate lighting can be used to foil the goods, so that consumers can have a pleasant feeling.

2) Auditory aspect: appropriate background music can be played to regulate consumer sentiment, activate shopping atmosphere and promote the realization of consumer buying behavior.

3) Tactile aspect: in the process of purchasing clothes, consumers often like to touch the goods with their hands to identify the quality of the goods. Therefore, marketing personnel should give

understanding and convenient conditions to deepen their good impression of goods.

## **4.2 Secondly, based on the intuitive association, using the business strategy of consumer association.**

### **4.2.1 The strategy of correlation between Consumer Association and commodities.**

Relevance strategy of commodities refers to the close association in association, which takes into account the psychological state of consumers in the operation, so as to set up a complete set of commodities for distribution and facilitate the purchase of customers. For example, a Japanese wooden furniture store has set up sales counters for flowers and ornamental plants, so that customers can choose flowers or ornamental plants that are compatible with furniture while buying furniture, so as to increase turnover.

### **4.2.2 The art of association and commodity name and packaging.**

The use of similar associations and comparative associations in associations will make the products more artistic as a whole, and will have a significant impact on customers' purchasing desire. For example, the Chinese translation of Coca-Cola's "SPRITE" beverage is called "Sprite", which makes Chinese consumers associate with the successive snow, cool water, and produces a clear, refreshing and pleasant feeling. The packaging of the beverage is also similar: the beverage is packed in green bottles with green background and white spray pattern, which can make consumers feel cool and pleasant at a glance.

## **4.3 Thirdly, according to the characteristics of intuition constrained by emotion, induce consumers' positive emotions.**

Operators or businessmen should create a good shopping environment, and the service of salesmen should be thoughtful, enthusiastic and courteous. In order to improve the enthusiasm of consumers to buy. At the same time, the salesperson should also have a certain observation ability to quickly learn consumer purchasing intentions and preferences. According to psychological experiments, under the influence of emotions, consumers will undergo physiological changes, such as changes in pupil size, increase or decrease of heart rate, rise or fall of blood pressure and so on. When the consumer observes the goods he likes, the pupil diameter will expand. If the salesman can find out this in time, introduce the relevant information of the goods to the consumer actively, and induce the positive emotion of the consumer, it will promote the completion of the purchase behavior.

## **5. The deviation of consumers' judgment can provide services for operators and businesses.**

### **5.1 Use Consumer Illusion**

Because consumers are influenced by subjective and objective factors (with the help of a limited number of heuristic principles), when they perceive things, they will produce various illusions. Therefore, it is entirely possible to use illusion (especially visual illusion) to formulate sales strategies, stimulate consumers and promote the occurrence of purchasing behavior. For example, some people have done the following experiment: the experimenter invited more than 30 subjects to drink coffee, each person four cups, the same concentration, but four cups of different colors, respectively, coffee, blue, yellow and red. After drinking, the subjects were asked to judge the strength of the coffee. As a result, two-thirds of the participants thought that the coffee in red and coffee cups was too strong, the coffee in green cups was too light, and the concentration in yellow cups was moderate. Accordingly, the coffee shop changed all the cups to yellow, in order to better play the role of color vision, the result is that most customers are satisfied. The cafe also got more customers.

### **5.2 Use Consumer's Sensory Memory**

When making purchase decisions, we need to rely on a variety of information, some of which are

derived from search. In irrational decision-making, something will play a decisive role in affecting the degree of stimulus and imprinting given to sensory memory. Moreover, the deeper the stimulus and imprint, the deeper the memory. Just as the Chinese ancients' Maxim "once bitten by a snake, ten years afraid of well rope" is precisely the feeling of pain linked to the main image of things and indelible memory.

## **6. Conclusion**

To sum up, operators and businessmen are required to pay attention to consumers'sensory memory in order to adopt certain marketing strategies. Specific content is as follows: the product should have good quality, has left a deep and positive impression on the buyer, in order to increase the possibility of its re-purchase. This will also help the product to gain a good reputation, in order to increase overall sales. On the contrary, quality is not strong enough to make consumers buy less. On the other hand, advertising marketing strategies can be formulated according to the rules and characteristics of people's memory. Such as increasing the form, frequency, frequency and intensity of advertising promotion, in order to enhance its stimulation to consumers. For example, advertisements such as "Brain Platinum" and "Gold Partner" are flooding on the screen. Through the "bombardment" type of "attack", consumers can memorize the goods.

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