

Analysis of Consumers' Irrational Behavior in Internet Marketing Environment

Introduction

Lai Wang*, Dong Xiao

School of Economics and business Administration, Yunnan Technology and Business University,
Kuming, Yunnan, 651700, China

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Abstract: Rational consumption and irrational consumption are often concentrated in the same consumer behavior, because in real life, people cannot make comprehensive consumption choices and irrational consumption behavior is inevitable. More and more people are inclined to the Internet consumption pattern, but the irrational behavior of consumers in the shopping process weakens the benefits brought by Internet consumption. Because only by grasping the internal psychological factors of consumers, mastering their purchase decision-making process and analyzing the external factors that affect consumers' behaviors, can we fully understand consumers and their behaviors. Understanding and mastering the generation mechanism of consumers' irrational consumption decision-making can not only reasonably explain some individual consumption behaviors, but also provide guidance for enterprises to make marketing strategies. This paper uses the theory and method of behavioral economics to explore the motivation of consumers' irrational consumption behavior in the Internet marketing environment. At the same time, it puts forward the corresponding marketing strategies for the irrational consumer behavior.

1. Introduction

Western economics first defined the economic subject as a rational person for the sake of simplicity when studying economic issues, believing that all economies are guided by the principle of self-interest when taking economic activities, and strive to obtain the greatest economic benefits at the lowest economic cost [1]. Logically speaking, consumer behavior should be the leader of marketing and complement and deepen marketing [2]. Because only by grasping the internal psychological factors of consumers, mastering their purchasing decision-making process and analyzing the external factors affecting consumer behavior, can we fully understand consumers and their behavior [3]. People are not always in a rational state when carrying out economic activities, on the contrary, they are often in an irrational state when they need to make rational choices, and this irrational economic behavior has a strong infectious force [4]. The irrational consumption behavior of consumers is caused on one hand by the misleading of consumers in the marketing process, and on the other hand by the irrational and emotional consumption of consumers themselves. Consumers often make irrational decisions when making consumption decisions, resulting in irrational consumption behavior [5]. Understanding and mastering the generation mechanism of consumers' irrational consumption decisions can not only reasonably explain some individual consumption behaviors, but also provide guidance for enterprises to formulate marketing strategies.

In real life, irrational consumption behaviors such as vulgar consumption, blind consumption and vanity consumption are often shown due to the influence of consumer psychological factors, misleading marketing methods, and insufficient information [6]. The increasingly prosperous Internet marketing model, as one of the most important marketing methods for merchants, will inevitably induce more irrational consumer behaviors while bringing huge profits to merchants [7]. Online group buying is a new e-commerce model combining the Internet and e-commerce. Online group buying refers to connecting consumers with the same consumption needs through an online platform to form a larger buying group. More and more people are inclined to the Internet consumption model, but the irrational behavior of consumers in the shopping process weakens the

benefits brought by Internet consumption. Consumers' rational consumption cannot be fully realized and can only be concentrated within a certain limit [8]. This article uses behavioral economics theories and methods, starting from the decision-making of consumers, to explore the reasons for consumers to make irrational consumption behaviors in the context of Internet marketing. At the same time, corresponding marketing strategies are proposed for consumers' irrational consumption behavior.

2. Consumer Behavior Characteristics of Mobile Internet

As the Internet economy has not yet been fully developed, its huge profit space has attracted unscrupulous merchants to mislead consumers through various channels to snap up in order to obtain excess profits. With the rapid development of smart terminals and mobile Internet, Internet consumption behavior of netizens is clearly different from the traditional Internet era. In corporate marketing, marketing behavior ultimately determines whether the goals of marketing activities are successfully achieved and whether the measures established for marketing purposes are ultimately implemented. The data mining process in financial analysis generally consists of the five main stages of determining financial analysis objects, data preparation, data mining, result analysis, and assimilation of knowledge, as shown in Figure 1.

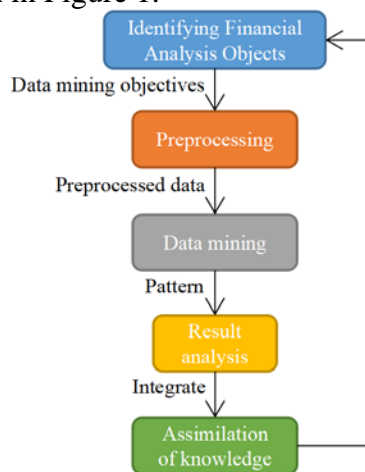


Fig.1 Data Mining Process in Financial Analysis and Management

Internet trading is completely different from the traditional way of trading. Due to the virtual nature of the Internet, consumers cannot see the real things and cannot inspect the quality of goods and the authenticity of the description of goods by merchants [9]. Consumers tend to beautify their goods in the process of imagination because of their shopping expectations, and then think that they have bought goods worth more than they have bought, resulting in shopping impulse. When consumers make irrational consumption, what they pursue is a kind of psychological satisfaction brought about by purchasing the goods. By consuming the goods or services, they can obtain individual satisfaction [10]. Irrational values the power of belief and emotion, believing that there is something that cannot be expressed in words and concepts in the process of human thinking. Due to the virtual nature of Internet transactions and the loopholes in the credit evaluation system of third-party trading platforms, it is possible to change transaction records and commodity evaluation. Many illegal Internet platform operators often adopt the method of creating virtual transaction records, creating the illusion that many people buy goods.

3. Formation of Irrational Consumption Behavior

3.1 Disadvantages of Current Marketing Situation

Although social environmental factors and psychological factors of customers are difficult to measure, the behaviors of marketers used to mislead consumers into irrational consumption can be measured under certain conditions. Once the products purchased by consumers are not in

conformity with the actual situation, negative emotions will be generated. If consumers vent such negative emotions on the merchants, the reputation of the merchants will be damaged and the market share will be reduced, which is not conducive to long-term profits. At present, most group buying websites are of low visibility and small scale, and the problem of integrity is difficult to guarantee. Once a consumer dispute occurs, there will be a phenomenon of unclear responsibilities of merchants and group buying websites, which makes it difficult to resolve the dispute in a short period of time, thus damaging the interests of consumers. In order to earn more profits, some marketers often mislead consumers through various means and encourage irrational consumer behavior. In the eyes of businessmen, irrational consumption is most likely to occur and deliberately cultivated in products and services in emerging markets.

3.2 Consumer Behavior is Affected by Mobile Internet Marketing

Generally speaking, the consumer behavior of users in the mobile Internet environment will be affected at both rational and irrational levels. Consumer's financial situation directly affects mobile Internet users' purchase decisions. Consumers with higher educational level can reasonably consume on the premise of mastering their own financial situation, and will be more cautious about online shopping when it comes to family expenses. Every actor can follow the principle of seeking benefits and avoiding disadvantages, and can make the best decision when facing any opportunity. However, in real economic activities, individuals do not have complete market information, and will inevitably be affected by external factors such as environment, habits and emotions. Maslow's hierarchy of needs theory holds that when people's basic physiological needs are met, they must develop to high-level psychological and spiritual needs. Consumers often do not know enough about the quality and function of products and lack effective information to evaluate the quality of products, so they often behave at a loss when deciding on consumption and place themselves in the weak side [11]. From the perspective of emotional theory, impulse buying is the result of emotional response and emotional victory over rationality. If rational consumption is a lower-level consumption that uses economic criteria to make purchase decisions, then irrational consumption is a higher-level consumption.

4. Marketing Strategies for Irrational Consumption Behavior

4.1 Pay Attention to Changes in Consumers' Attitudes to Risks

The influence of merchants' marketing strategy on consumers' irrational consumption behavior occupies an important position. Usually, the way of marketing planning can affect the purchasing behavior of consumers, because consumers need to obtain the reasonable price of commodities and their true information through marketers. Consumers have a clear understanding of the composition, cost and practical significance of the products after purchase because they already have a considerable understanding of the products, so that consumers have a large choice space and the market is transparent on the whole. In some cases, group decision-making is more extreme than individual decision-making, i.e. groups are often prone to take risks or are extremely conservative. This phenomenon is called extreme transfer [12]. When using the decision-making method based on expectation value theory to make judgment, the consumer's risk attitude should be considered, the state in which the consumer is in should be analyzed, and the decision expectation value should be adjusted. Through reasonable theoretical assumptions of consumption behavior, various factors affecting consumption behavior can be simplified.

4.2 Pay Attention to the Influence of Cognitive Bias on Consumer Decision-Making

Consumers generally have anchoring psychology. For the seller, setting a higher price first is easy to form an anchoring price in the buyer's psychology. Bargaining on this basis is much better for the seller. The huge profits offered by merchants are often the most direct cause of irrational group buying by consumers. Individual behavior is often influenced by the group, which produces herd effect. That is, when the individual is influenced by the group, he will doubt and change his

original opinions and judgments, thus making the behavior consistent with the majority of the group. To a large extent, the consumers who participate in group buying go for the ultra-low price of the products, thus ignoring the quality of the products and the credit of the merchants and blindly consuming impulsively. For consumers, it is necessary to overcome anchoring decisions on a judgment of short-term trends. As for the buyer, he should always be alert to fall into the trap of anchoring prices, distinguish different qualities of different items, and adhere to the principle of meeting his own needs.

5. Conclusion

At present, the research on the consumption behavior of mobile Internet in China is just in its infancy. It is necessary to improve the relevant theoretical model and empirical research on the main factors affecting the online shopping of users. Consumers are often lack of understanding of product quality and function, and lack of effective information to evaluate product quality, so they are often at a loss when deciding consumption, and put themselves on the weak side. This paper compares the characteristics of consumption behavior between mobile Internet and traditional Internet, and analyzes the applicability of traditional theoretical model in enterprises. Consumers tend to beautify their goods in the process of imagination because of their shopping expectations, and then think that they have bought goods worth more than they have bought, resulting in shopping impulse. Individual behavior is often affected by the group, which produces herd effect, that is, when individuals are affected by the group, they will doubt and change their original views and judgments. From the perspective of emotional theory, impulse buying is the result of emotional response and emotional victory over rationality. If rational consumption is a lower-level consumption that uses economic criteria to make purchase decisions, then irrational consumption is a higher-level consumption.

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