

Research on Psychological Factors of Consumer Behavior in Marketing Based on Brand Management

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Abstract: With the continuous development of our country's market economy, our country's marketing is also showing a vigorous development trend. Consumers are an indispensable subject in marketing. In the marketing process, enterprises should continuously pay attention to the changing trend of potential psychological factors of consumers, carefully study the characteristics and laws of consumer psychology, accurately grasp consumer psychology, and establish effective marketing strategies. In order to seek the stable development of enterprises, enterprises need to innovate from the perspective of market consumers in the reform of marketing management. How to win more market share and get more consumers' favor through a reasonable marketing plan has become an important issue in the development of enterprises. Enterprises should not only pay attention to product quality, but also pay attention to the implementation effect of brand management. This paper studies the psychological factors of consumer behavior in marketing based on brand management.

1. Introduction

For enterprises, marketing competitiveness is a very important resource, which plays a very important role in the fierce market competition and is also the embodiment of the advantages of enterprises [1]. The purpose of enterprise marketing is to fully meet the actual needs of consumers and bring perfect purchasing experience to consumers, thus improving their own economic benefits. When determining the future development plan, modern enterprises need to take into account various external factors that will affect the transformation of enterprises as well as their own factors. Market research is a preparatory work for the development plan formulation process [2]. Because of the differences in personality between consumers, it is not easy for enterprises to fully grasp the specific consumer psychology of consumers. Enterprises first need to clarify the main components of consumer psychology, and then analyze the main factors that affect consumer psychology in marketing. So as to make a suitable marketing combination plan according to the needs of consumers and achieve a harmonious unity of economic benefits and social benefits [3]. The analysis of consumer shopping behavior is the foundation of marketing success. Through understanding the entire process of how consumers cause demand, find information, evaluate behavior, decide purchase and post-purchase behavior, it is important for product positioning and marketing strategy formulation.

In a highly competitive market, if the product has only excellent quality and lacks excellent marketing, it is difficult to stimulate consumers' desire to buy [4]. Marketing activities can enable a company's products or services to talk directly to consumers, and it is also an objective evaluation and test of business operations. At present, in the process of selecting products, consumers no longer only pay attention to the quality and use of the products, but need to better display their unique tastes and individual products, showing a certain difference [5]. The correct marketing competition behavior can only be given after clarifying one's own marketing competition ability. The application of the evaluation index system can help staff fully clarify the shortcomings of marketing competition [6]. Marketing methods are ever-changing, and the core of their success or failure is whether they have mastered consumer psychology. Only by mastering consumer psychology and using consumer psychology can marketing be complete [7]. Through analysis and understanding of the personal preferences and purchasing behaviors of various types of consumers,

different consumer groups can be used to adopt different consumption strategies, formulate different product combinations and price combinations, and more rationally design marketing plans and formulate the most consistent Marketing strategy.

2. Characteristics of Modern Consumer Psychology and Consumer Behavior

Consumers pursue independence, their consumption tendency changes from instability to stability, and they demand higher quality of commodities, especially the commodities with characteristics, higher grades and personalities. Product innovation and development cannot be separated from technological innovation, but product innovation and development can be successful only when technological innovation is consistent with market demand and human nature and has advantages different from competitors. Under the background of global economic development, domestic enterprises are facing severe adjustments and the degree of environmental development is also increasing. From the perspective of the long-term development of the enterprise, every employee has creative ideas and potential. The so-called managers' responsibility is to stimulate and tap the potential of employees [8]. The ability of product innovation and development is essentially the ability of enterprises to use market segmentation and market positioning strategies to control the direction and speed of technological innovation and application. Consumers will pay more attention to the pursuit of brands and the experience of self-spirit in all kinds of consumption. When buying goods, they pursue famous brands, trust famous brands and even are loyal to famous brands, while they often despise other similar products that are not famous brands.

Consumption of branded products or brand-name goods can not only meet the demand of consumers for high-quality products, but also enable consumers to show their individuality and self through brand consumption, so that consumers can experience self-worth and self-existence to the greatest extent. In the enterprise marketing, the marketing behavior always decides whether the goal of the marketing activity is successfully realized and whether the measures established by the marketing purpose are finally implemented. The data mining process in financial analysis generally consists of five main stages: determining financial analysis objects, data preparation, data mining, result analysis and knowledge assimilation, as shown in Figure 1.

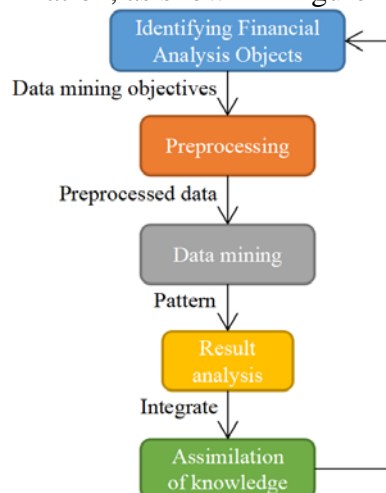


Fig.1 Data Mining Process in Financial Analysis and Management

Judging from the transmission of customer value and the realization of commodity value, supply chain management not only provides product power for enterprise marketing competition, but also provides sales power for enterprise marketing competition together with sales management. After an in-depth analysis of the financial parameters of the three sample enterprises, data processing is carried out on the parameters with several important characteristics. Give the capital evaluation value, so that the basic learning sample table of the capital evaluation model can be obtained. After the sample form is established, the opinions of the expert judges are required, and appropriate amendments are made to obtain the final financial analysis as shown in Table 1.

Table 1 Samples of Learning Parameters of Financial Analysis Conditions of Enterprises

Serial number	Financial situation	Liabilities	Profit	Loan
1	0.632	0.435	0.588	0.521
2	0.671	0.637	0.625	0.593
3	0.538	0.558	0.651	0.431

Taking the variance contribution rate of each factor as the weight, the comprehensive evaluation index function is obtained from the linear combination of each factor. When the cumulative contribution rate of the factors is 80%, the first N factors can be taken to reflect the original evaluation index:

$$O_i = f\left(\sum_i T_{ii} - \theta_i\right) \quad (1)$$

Divide the financial situation of the enterprise so as to make a reliable estimation of its future development. The model is:

$$w_{ij}(k+1) = w_{ij}(k) + \eta \delta_i x_j \quad (2)$$

In the whole circulation system, the financial strategy is the core strategy of the enterprise's functional strategy, providing financial support for the enterprise's strategy and managing to improve the value of economic activities. According to the system architecture and data operation level in the previous section, financial analysis data as shown in Table 2 are obtained.

Table 2 Enterprise Financial Analysis and Evaluation

Factor	Financial situation	Liabilities	Profit	Loan
Evaluation	0.547	0.437	0.637	0.632

Enterprise marketing resources come from a wide range of sources, which are uniformly allocated by enterprises, thus forming marketing competitiveness. Marketing can create value and enable customers to maintain cooperative relations with enterprises. The core of marketing work is the customers owned by the enterprise, providing customers with high-quality and reliable marketing services, while forming stable and harmonious commercial relations with customers is crucial for enterprise competition. Facing the changes of consumers' psychology and behavior, enterprises should endow modern marketing concepts with a new spirit of the times in order to improve their competitiveness. In the process of marketing, it is necessary to introduce new marketing knowledge and experience, and guide consumers' consumption psychology according to the characteristics of their own products, so as to promote the change of their attitudes and develop in favor of their own enterprise interests. In marketing, it is necessary to timely grasp the information trends, collect market intelligence, and use information feedback channels such as distributors and stores to understand the market situation and the current situation of competitors.

3. Marketing Strategies Before Consumer Purchase Behavior

3.1 Generate Consumer Motivation

In the process of brand promotion, not only should the use and quality of the product be reflected, but more importantly, advertisement should be used to realize the transmission of the core value of the product and better establish a brand image in the minds of consumers. The purpose of enterprise marketing is to improve the profitability of the enterprise and its dominant position in the market, so marketing performance should be used to determine whether the marketing competitiveness is successful. Outside the enterprise, everything takes the customer as the center, emphasizes the cooperation between the enterprise and the outside, urges all departments and enterprises in the enterprise value chain to work together for the customer benefit, in order to realize the customer value maximization. Under the action of social situation, consumers will generate relative consumption motivation through mutual infection and mutual imitation. According to the effect of

social situation on consumers, marketing personnel can make some effective marketing methods [9]. Consumers often make their own choices based on the purchasing experience of other consumers. They usually think that the specific price/performance ratio of goods with larger sales volume will be better [10]. Enterprise marketing should attach importance to the analysis and research of consumer's psychological needs, strengthen the development of product's psychological attributes, attach importance to the product's grade, image, personality and emotional appeal, create a product's psychological attributes consistent with the target consumer's psychological needs and self, or endow the product with a personality image similar to the consumer's self.

3.2 Transforming Consumers' Purchase Motivation into Purchase Behavior

Modern enterprises should strengthen the marketing concept of customer satisfaction and win the market by creating customer satisfaction maximization in product design, development, channel and promotion. For commodity sales, the statement that high price leads to lower sales volume and low price leads to higher sales volume is not absolute. It needs to be considered based on brand positioning and product attributes. Sales work is the key work of most modern enterprises, which is directly related to the final income of enterprises. The sales work of modern enterprises is also more complicated. Without the restriction of management personnel, sales work is easy to get out of control. Under the background of the continuous development of modern information technology, information technology is gradually integrated into all aspects of people's life, and brings more opportunities for the development of media forms. Enterprises can predict and evaluate their marketing competitiveness according to the situation of their competitors. Based on the analysis and consideration of the results, we can not only get the status quo of the marketing competitiveness of enterprises, but also help enterprises to formulate strategies. After choosing a suitable market for development according to its own development strategy, enterprises should make a deep analysis of consumers' preferences, living habits and advocated culture, so as to achieve the business goal of making products enter the market more smoothly.

4. Conclusion

With the aggravation of economic globalization, especially the establishment of the buyer's market, the competition among enterprises is becoming increasingly fierce. It has become the primary problem for Chinese enterprises to effectively grasp customers. If an enterprise wants to achieve success in the fierce market competition environment, it needs to fully study the main factors that affect consumer psychology in marketing. For the development of enterprises, brand management is a long-term process. It is the result of interaction of social culture, personal psychological factors and other factors that enterprises need to improve and innovate consumers' decision-making according to market changes and their own business positioning in the industry in the process of operation and development. Only by understanding the psychological factors that affect consumer behavior can marketers grasp the changes in the market in all aspects and work out practical and feasible plans. Consumer's own psychological factors such as motivation, perception, learning, belief, attitude, cultural accomplishment and traditional customs will affect consumer behavior. Managers of enterprises should have a certain forward-looking management and improve the quality of marketing through accurate product positioning, reasonable price positioning, scientific brand promotion, high-quality after-sales service and giving full play to the advantages of online marketing.

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