

# Looking at Life form Marketing from the Difference of Consumer Behavior

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**Abstract:** With the rapid development of science and technology, the change of production mode also changes people's way of life. And marketing is constantly changing with the development of society. Among them, life form marketing is a relatively new marketing method, which is a very creative marketing method, which breaks the traditional fixed marketing concept and embodies a people-centered marketing concept. In meeting their basic needs, people will further pursue personality, hoping that their unique personality can be displayed, but also can reflect their unique taste and identity in the goods, so that consumers will choose the product style consistent with their own life style. This way in consumer behavior reflects consumer behavior differences. The enterprise should also make the correct marketing strategy according to the consumer's consumption trend, accurately grasp the market trend to obtain a larger market share, and achieve the maximum benefit of the enterprise.

## 1. The Research Significance of Life Form Marketing

In social life. We are always in contact with the brand, can be based on our active information retrieval needs, but also based on the enterprise's brand marketing strategy. The rise of the concept of "lifestyle" is also based on the diversification of today's brands and the individuation of people's needs, according to the consumer's consumption behavior and their different consumption patterns are divided. Deeply decipher the consumer demand of the target object and find the unique position of the enterprise in the homogenized market. Under the background of life form marketing, we should look at the behavior difference of consumers themselves, grasp the psychological characteristics of consumers in the market, and use the knowledge of life form marketing to view and solve problems. Facing the life of marketing, how enterprises find their own position in the vicissitudes, to adjust the products and markets, and finally to achieve the win-win situation of consumers and producers.



Figure 1 Marketing

### 1.1 Put Forward the Business Background of Life form Marketing.

Consumer life form refers to the way he chooses to dominate time and money and how to reflect value orientation and taste through a person's hungry consumption choice. With the rapid development of the market and the intensification of inter-market competition, the mode of production of enterprises has also changed, from meeting the basic needs of customers to meet the psychology of customers and a higher degree of demand, the competition between enterprises has

also changed from focusing on product quality characteristics to focus on customer satisfaction competition. The lifestyle of consumers has also undergone major changes, and preferences have become diverse. According to Maslow's theory of hierarchy of needs, after people meet the needs of the most basic level, they will pursue a higher level of needs, self-esteem, emotional values and other factors play a greater role in the purchase decision, and the differences in the cultivation of consumers' own culture, personality, temperament and education will make the behavior differences between consumers more prominent.

The main way for enterprises to take advantage in the competitive market is to satisfy the consumer's inner pursuit of the product to the greatest extent with the satisfaction and approval of the consumer's respective life forms and the greater comfort. Consumers not only buy things to meet their own physical needs, but also to meet the psychological needs of consumers, not only consider the functional practicability of goods, but also pay attention to the role of goods to improve their own quality of life, improve the comfort and happiness of life.

## 1.2 The Meaning of Life form Marketing and its Theoretical Basis.

The concept of life-form research was first proposed by American scholar William Will in 1975 in the Journal of Marketing Research. This is the first time life form research marketing has been systematically used in enterprise marketing practice. The theoretical basis of life form marketing theory comes from two aspects: one is the 4PS theory in marketing, which is proposed by Mr. McKinsey. It is mainly to advocate us to grasp the unique psychological characteristics of consumers according to the needs of consumers, so as to formulate appropriate means of promotion, and take the difference of life forms of consumers as the main basis of advertising and promotion. The second is the 4C theory proposed by Professor Don Schultz of the United States. Mainly emphasizes the communication with the consumer, expresses the concern to the consumer, provides the convenience for the consumer, starts from the consumer itself.



### Figure 2 Marketing

The life form marketing theory is mainly based on the synthesis and development of various marketing theories, according to the needs of real development, to further explore and grasp the market changes, in the study of further analysis of consumer behavior differences. This theory not only provides the ideal market segmentation and market analysis, but also changes the consumer behavior trend. Life forms also play a great role in promoting corporate brand image and brand awareness. The study of life forms makes enterprises pay more attention to consumers' own needs, look at problems from consumers' point of view, pay more attention to life style and practical beauty in product manufacturing, and make products cater to consumers' attitude more [1]. It also promotes consumers to understand brand characteristics, thus giving brand corresponding brand characteristics. The life form in the advertisement concept formation to the advertisement copywriting, the advertisement creative design and so on aspect creation provides the life basis, may make the advertisement more adapts to the consumer life, thus forms the classical type condition reflection to the consumer, increases the consumer to the product familiarity and the good impression, thus achieves the product advertisement propaganda function.

## **2. The Influence of on Consumer Behavior**

### **2.1 The Development of Life Form Research in New Market**

The 21st century is a fast-growing society and era, and the status of consumers has changed markedly, from the original demander to the consumer and then to the living [2]. Consumer consumption patterns have also changed accordingly. Knowledge consumption: the development of science and technology has increased the proportion of knowledge in consumer consumption behavior, in daily consumption, consumers will use their own knowledge structure to rationally consume the consumption of goods, and increase the participation of consumers in the choice of goods. Knowledge has penetrated in the choice of consumer's consumption behavior, and information plays an important role in consumption. Cultural consumption makes consumers pay more attention to the improvement of quality of life, and pay more attention to the understanding and feeling of beauty, and pay more attention to the cultural significance contained in consumer goods. In the area of sustainable development, the current social conditions are also encouraging people to carry out sustainable consumption, the government has also put forward the idea of sustainable development, and the consumption of life style can also be more specific to the consumption concept of truth, goodness and beauty. Every aspect of life form, such as value orientation, personality temperament, social status, personal ability, life orientation, life rhythm, self-concept and so on, will affect people's choice of consumption behavior. The consumption behavior of different consumers will show diversity according to the different characteristics of consumers.

### **2.2 Life form Marketing Increases Consumer behavior Choice**

The so-called life form marketing, is to highlight the people-oriented, dealer-centered value creation thinking to the dealer also consumers to create value thinking. Using the diversified social factors, the value chain of the product and the strategic development of dealers and society are in the process of synchronous development. At the same time in the marketing more attention to product services, all aspects of the product services should be in line with the actual situation of consumers, to a greater extent to stimulate consumer demand. Life form consumption is to maximize consumer loyalty to the brand, that is, behavior loyalty and emotional loyalty. This loyalty is what many companies are trying to have.

Enterprises will increase product categories and types after understanding the differences in consumer life forms, and marketing will also tell enterprises about the purchase behavior and the selected brands under a certain lifestyle. consumer life habits make it possible to be analyzed in the current big data. The factors that influence consumers' choices are varied, but ultimately directly or indirectly determined by the consumer's lifestyle. Life forms are also composed of a variety of components, but they will also have different personality factors, so that consumers' consumption behavior presents a variety of characteristics.

### **2.3 The Application of Life Form Marketing to Advertising Strategy**

With the improvement of the status of consumers, enterprises should fully understand consumer behavior, now enterprises should stand on the consumer position to think and look at the problem. Life form marketing is to understand the consumer's consumption concept from the perspective of comprehensive life style. With the position of consumers gradually moving towards the central position, marketers and advertisers begin to explore the life form for panoramic perspective of consumer thinking, in advertising creation and design will fully consider consumer preferences, advertising content will be refined and re-investigated. Life form marketing method will also be used in advertising creation. segment the consumer market, focus on innovation research in the target market, and put forward new insights. Marketers should also carry out targeted advertising ideas and marketing strategies according to their life forms.



Figure 3 Marketing

### 3. Conclusion

In a word, the key of life form marketing is that the dealer's operation rises from the information economy to the trust economy, constantly improves the service quality and innovation, and achieves the service upgrade. In modern marketing activities, the study of life forms is to give people a way to understand the daily needs of consumers, to provide more accurate service positioning for enterprises. It is also a way for consumers to be more aware of their own needs, to select their own needs and meet their own positioning products in the vast number of products, to save consumers consumption time, but also for enterprises to market segment the huge market. The life-form marketing perspective recognizes that people divide them according to what they like, the style they like, the time they spend, and the time they arrange, so that companies can better segment the market, recognize the classification of consumers in the overall market, and make appropriate marketing strategies.

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