

## Consumer Planned Behavior Theory Based on Transformation and Its Application in Marketing

Zhang Mu

Lliberal Arts and Science, Major in Econ, University of Illinois at Urbana Champaign, Urbana, Illinois (IL),  
USA 61801

**Keywords:** Market economy; Marketing; consumer planning; Behavioral theory

**Abstract:** With the rapid development of China's market economy, the pressure in the process of product reform and innovation in China's enterprises is increasing, and the market competition is becoming more and more fierce. In the marketing, due to some problems existing in enterprises, consumers will not have a good shopping experience, thus affecting the sales volume of products. Consumers must make adequate planning and preparation when shopping. In order to seek the stable development of enterprises themselves, enterprises need to innovate from the perspective of market consumers in the marketing management reform. The fee-planning behavior theory holds that when consumers implement rational consumption behavior, they will be influenced by consumers' attitudes toward products, others' judgments on consumer behavior, and consumers' judgments on their own control of consumer behavior. Based on the perspective of transformational change, this paper analyzes the application of consumer planning behavior theory in marketing, and provides direction guidance for the formulation of marketing activities and marketing strategies.

### 1. Introduction

Consumers are the final link from the production to the sale of enterprise products. Consumers' purchasing power and consumer market have an important impact on the marketing of enterprises. Consumers' consumption behavior has always had certain rules [1]. The three major structures in the theory of consumer planned behavior have a very significant relationship of sequential arrangement and progressive layers, thus effectively affecting the final consumption behavior of consumers [2]. Consumers must make adequate planning and preparation when shopping. The content of the consumer planned behavior theory plays an important guiding role in marketing activities. There are some problems in the marketing of enterprises, which make the current sales situation unsatisfactory and the consumer's consumption motivation can not be promoted [3]. According to the important application of consumer planning theory, it has the function of promoting marketing. Economists divide the theory of consumer planned behavior into three stages. The first stage is the purchasing intention of consumers due to the needs of goods in daily life. The second stage is the purchase behavior limited by its own conditions. The last stage is for consumers to change their purchasing behavior after analyzing the advantages and disadvantages of purchasing goods [4]. Understanding the behavior of consumers' consumption through objective understanding of consumer behavior in corporate marketing activities is of great help to companies in developing marketing plans and improving marketing efficiency [5].

Under the traditional architecture, the highly integrated financial information ultimately output by the financial information system usually does not meet the real-time information needs of users. From the analysis of the financial business of the existing banks, the funds are largely applied directly to the high-risk investment field, which brings great risks to the banks [6]. With the development of database technology, some of the data processing methods have been continuously improved and matured. Powerful information functions support query and export, and decision makers can obtain corresponding information according to their needs, so that they can accurately judge [7]. At the same time, the system can comprehensively monitor various business links, improve the transparency of business links, and facilitate management. Many companies have already shifted their business from traditional business to e-commerce [8]. Faced with the

ever-expanding business data, the management of the company is eager to find out the business decision-making information useful for the development of the enterprise by organizing and analyzing the massive business data, and enhance the correct judgment ability in marketing and other aspects, thereby improving the enterprise. Position in market competition [9]. Then how to use and integrate the internal and external resources of the enterprise to form the cooperative e-commerce ability between enterprises, and this ability can have a certain impact on the performance of the enterprise has become a hot issue in enterprise practice and theoretical research [10]. In today's enterprise innovation management, building a flexible organizational structure, process and innovative culture to quickly respond to changes in the environment is more conducive to the success of innovation [11].

Attitude is determined by the total benefits brought to consumers by consumption behavior. The more total benefits brought to consumers by a certain consumption behavior, the stronger the consumer's attitude toward the consumption behavior [12]. The theory of consumer planned behavior was first put forward by American marketing scholars. It is mainly based on people's behavior theory that consumer behavior has an important impact on the marketing of enterprises [13]. There are three theoretical levels in consumer planning, which present a regular arrangement and gradually deepen, and jointly affect consumers' consumption intention and behavior [14]. The consumer's own consumption intention, which is also a key factor to directly determine whether the consumer conducts consumption behavior, is a consumption-related factor affecting the consumer's consumption intention [15]. The theory of consumer planned behavior enlightens us that changing consumer intention is an indispensable prerequisite for guiding consumer behavior [16]. In order to achieve this, marketing must focus on three aspects: consumer attitudes, subjective evaluation of products by people around consumers, and the degree of consumers' independent control over consumer behavior [17]. Based on the perspective of transformation and transformation, this paper analyzes the application of consumer planning behavior theory in marketing, which provides directional guidance for the formulation of marketing activities and marketing strategies of enterprises.

## **2. Application of Consumer Planned Behavior Theory in Marketing**

### **2.1 Using Integrated Marketing Strategy of Enterprise Internal Economy**

The application of consumer planned behavior theory in marketing activities needs to further clarify the connotation of consumer planned behavior theory and realize scientific explanation of consumer behavior theory. Consumer's general consumption behavior is influenced by many factors, and economists need to combine with the content of consumer's planned behavior theory when studying consumer's purchase behavior [18]. Only by doing a good job in each link can we realize the maximization of customer value and thus promote the positive attitude of consumers towards specific products. Putting marketing capability into other activities or processes can only result in waste of manufacturer's resources because it cannot grasp the key to change customer's intention. In the current economic market, every enterprise pays attention to integrated marketing [19]. After consumers have a desire to buy a certain product of the enterprise, the enterprise can not only receive economic benefits, but also improve the quality of sales services. In the process of marketing planning and implementation, enterprises should compare the capabilities of competitors, and then look for their own advantages. Strengthening this aspect can improve the consumer confidence. Consumers not only consume time and trust in the purchase process, but also spend some energy to think about and study the characteristics of products.

Due to the complex social environment and the widespread spread of network information, Party organizations are vulnerable to various unhealthy practices, which prevent them from conscientiously performing their duties. In order to change this situation, it is necessary to carry out ideological and political education for the organizers, and to adjust their ideas through actual cases or various political activities. Marketing personnel must analyze and study the purchasing psychology of consumers when they carry out marketing work, and find out the psychological pain

points of consumers from words, so that the purchasing behavior of consumers will have certain influence. At the present stage, the value gap in the economic market mainly refers to the gap between the actual asking price of the consumer group and the actual asking price of the consumer group due to the effect of some uncertain factors in the process of providing the product value by the producer to its consumer group [20]. Scientific prediction and analysis of factors that can influence the consumer behavior of consumer groups, and then the economic marketing consumer planning behavior theory repeatedly stressed that relevant staff need to promptly improve the factors that can affect consumer spending behavior [21]. For the scientific application of consumer plan behavior theory, it is necessary to further clarify the scope of application of consumer plan behavior theory. In the connotation of consumer plan behavior theory, the most important service target is rational consumer [22]. That is, consumers have clear arrangements and plans for their own consumption behaviors, and will conduct certain cost and benefit comparisons.

## **2.2 Improve the Benefits for Consumers**

In the current stage, in the process of marketing, enterprises only pay attention to the actual quality of products and continuously improve the quality, often ignoring the value orientation and consumption ability of consumers and other factors. Marketing staff should be able to predict consumers' purchasing psychology in their daily work, strengthen the research on consumers' planning behavior, and pay more attention to marketing work. Due to the existence of the concept that products in the economic market acquire economic value after consumption, enterprises need to carry out marketing and development according to this rule, instead of paying too much attention to the characteristics of the products themselves. The rapid information transmission of the network can also make the information of the product more widely spread. Using this method to publicize the product can not only reduce the consumption cost of the enterprise, but also rapidly increase the number of consumers [23]. In the whole process, the person in charge of each post must fulfill his/her duty to complete his/her work. Only in this way can the business objectives set by the whole enterprise be completed, thus better promoting the purchase of products by consumers. Only by continuously improving the quality and level of marketing can the staff better promote consumers' purchasing behavior and increase the sales volume of products. The role of economy ensures the quality of products. Enterprises should strengthen the service level of sales, maintain the number of customers and provide more preferential treatment.

Under the condition of market economy, the occurrence of merger and acquisition is entirely the independent behavior of the enterprise. The price, payment method and compensation scheme for the economic benefits of the senior management are the results of negotiations between the two sides. However, many mergers and acquisitions of listed companies in our country are carried out by way of free allocation under the leadership of the government. In the research and practice of innovation management in recent years, the parallel cooperation of internal resource capability and external network will also greatly promote the success of enterprise innovation activities. Through personal performance management, the contribution and value of employees to the enterprise can be objectively measured, and the incentive effect of employees can be improved. The results of personal performance assessment can be used as the basis for talent selection and promotion. Individual performance is collected from bottom to top through the path of individuals, teams, departments and companies, while organizational performance is conducted and decomposed from top to bottom through the path of companies, departments, teams and individuals. 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 Fig. 1.

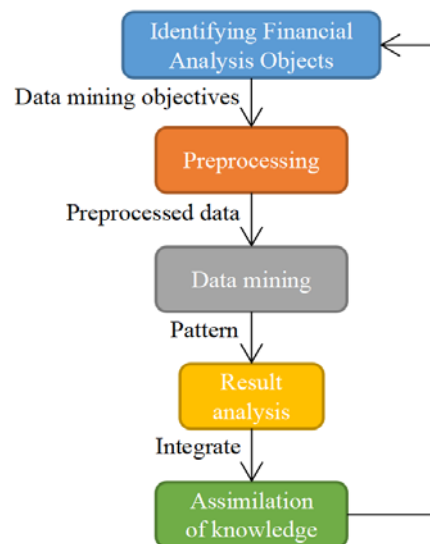


Fig. 1 Data mining process in financial analysis and management

Through the analysis of consumer planned behavior theory, consumer planned behavior theory is influenced by several factors. Therefore, in the role of marketing activities, it is necessary to combine the influencing factors of consumer planned behavior theory. Only by providing higher customer value than competitors can manufacturers win consumers' positive attitude towards the product. The theory of consumer planned behavior holds that the subjective evaluation of products by the people around consumers plays a decisive role in the consumer decision-making process [24]. After a careful analysis of the consumer's planned behavior theory, it can be seen that once consumers have the desire to purchase the relevant products of the enterprise, they will immediately pay attention to the corresponding products. A very important part of the marketing work is to carry out market research on consumers to understand the prices of similar products estimated psychologically by consumers in the process of consumption [25]. When an individual is in a state of incomplete information and has to make a decision on a certain consumption behavior, the reference opinions from other members of society, especially those close to each other, play a decisive role. In the actual marketing process, enterprises need to fully compare their economic competitors and find their own development advantages, so as to fully stimulate consumer confidence. Before marketing activities, enterprises should make full preparation for capital and cost, establish correct concept and implement effective marketing activities.

### 3. Points for Attention in Applying Consumer Planned Behavior Theory

#### 3.1 Interpretation of Consumer Planned Behavior Theory

According to relevant data and theoretical investigations, consumer behavior is controllable. Only by further improving the ability to control consumer behavior can the marketing effect of enterprises be better improved. Whether the organizers can handle the procedures for joining the party directly determines whether the new forces injected into the party organization can play a full role in strengthening the party's construction. In order to effectively develop the work of the members, the organizers should clarify the requirements of various departments and do a good job in the examination and approval of the procedures for joining the Party. If a consumer hesitates before purchasing a product, then the opinions of others will play a decisive role in the consumer's purchasing behavior. The development of market economy will gradually eliminate products that have quality problems and do not pay attention to innovation. Therefore, enterprises should not only pay attention to the quality of service, but also ensure the quality of products and pay more attention to product innovation. Enterprises can provide systematic marketing services for certain product information and consumer objects to ensure that consumers can enjoy the marketing services of products in the first place when they need a certain product. If we only compete with our

competitors in terms of product quality, we will inevitably limit the competitiveness of enterprises in other directions, resulting in lower and lower competitiveness of enterprises. Only when a product is truly recognized by consumers can it give full play to its economic value, so as to better help enterprises to obtain more economic benefits and promote the rapid development of enterprises.

Information systems can integrate internal and external business information to support business cooperation activities between enterprises. Generally speaking, an enterprise's information system can be divided into internal information system and external information system, in which internal information system refers to information sharing among enterprise departments and integration of internal information systems. In order to adapt to the increasingly fierce market competition environment and enhance the core competitiveness of enterprises, based on a large number of data resources generated by the business operation system, combined with the information provided by relevant support systems, business analysis is carried out. Using advanced data mining and data warehouse technology, build a platform for business analysis, mining and use. The same level indexes are compared, and according to the relative importance of the indexes, the scale score is given. After processing, a weight judgment matrix is constructed. According to the sample data, the statistical data results of the comparison of the first-level indexes and the second-level indexes are as shown in Table 1.

Table 1 Financial situation risk comparison data results

	Return on assets	Operating cash flow	Marginal cost rate
Return on assets	1	0.58	0.39
Operating cash flow	0.37	1	0.71
Marginal cost rate	0.45	0.72	1

The discounted cash flow valuation method considers the value of any firm equal to the sum of the present value of all expected future cash flows. Expressed as:

$$P_i = \frac{f_i}{\sum_{i=1}^N f_i} \quad (1)$$

Free cash flow is generally after-tax cash flow, so the cost of capital should also be the weighted average cost of capital after tax. When calculating the weighted cost of capital, the market value must be used to reflect the weight:

$$Cost(P_i) = \sum_{e \in P_i} C(e) \quad (2)$$

The basic valuation method of company value can be discounted to the company's free cash flow using the weighted average cost of capital. Its general form of valuation is:

$$S(\tau, f) = \int_{-\infty}^{+\infty} h(t) \rho(\tau - t) e^{-i2\pi f t} dt \quad (3)$$

The influence of market learning ability on accounting effect and brand assets is not significant. Although there is a certain degree of positive influence on the other three indicators, the degree of influence is less than that of customer management ability. But it is already very close, so its influence on brand assets cannot be ignored. The influence of marketing capability on customer value and product innovation is not significant. The positive influence on the other three indicators is significant. Similarly, the factor load of corresponding indicators is also smaller than that of customer-related capability. The structural parameter estimation and significance test of the influence of marketing sub-item capability on marketing performance sub-item indicators are shown in Table 2.

Table 2 Significant test of the impact of marketing sub-category on marketing performance sub-indicators

	Customer value	Competition results	Brand equity	Product innovation
Marketing capability	0.78	0.59	0.66	0.69
Customer management capability	0.47	0.45	0.48	0.52
Market learning ability	0.38	0.41	0.49	0.47

The value drop distance in the economic market mainly refers to the difference between the actual asking price of the consumer group and the actual asking price of the consumer group due to the effect of some uncertain factors in the process of providing the product value for the consumer group by the producer. Enterprises can make full use of the current advertising media and Internet media to conduct a comprehensive product promotion, in order to help consumers better understand the product information. In the process of providing marketing services, we should ensure that customer service is paramount and actively optimize our own service efficiency. In consumer research activities, we should also pay attention to the investigation of consumers' evaluation of a product. Only a good evaluation can stimulate a consumer's purchasing psychology. Product value plays a decisive role only when there are great differences in the quality of many products in the market, but the current market situation is that the rapid development of science and technology makes the products provided by many manufacturers more and more close to each other in quality and performance [26]. The situation in some special areas will also greatly affect consumer behavior. For example, consumers in remote mountain villages and other areas with inconvenient transportation have relatively poor consumer awareness and consumption level. When consumer groups are interested in a certain product produced within the enterprise, the enterprise not only simply obtains economic benefits, but also further upgrades its service quality.

### 3.2 Clarify the Scope of Application of Consumer Planned Behavior Theory

When enterprises carry out marketing work, they must find out the advantages that are beneficial to their own development after comparing with competitors in the same industry, so as to increase the consumption intensity of consumers. In the process of economic marketing, most enterprises only focus on the specific quality of internal economic products, but seriously ignore the relevant value trend of consumer groups. The social network involved in economic society mainly refers to the interpersonal communication network formed by consumer groups through continuous social communication. Only an objective and comprehensive understanding of consumers' consumption intentions and factors affecting consumer behavior can ensure the scientific nature of marketing activities. Enterprises should also further clarify the relevant concepts of economic capital cost and overall management of economic values in order to carry out relevant business activities. After consumers have a desire to buy a certain product of the enterprise, the enterprise can not only receive economic benefits, but also improve the quality of sales services. In the process of purchase, consumers not only consume time and trust, but also spend some energy to think about and study the characteristics of products. Only when the nature of economic goods is fully understood by consumers can they show their real value. Enterprises should also constantly improve their service quality and maintain customer resources.

In the current enterprise marketing process, many enterprises often only pay attention to their own factors, focusing on the quality of products, ignoring the value trend of consumers. At this stage, with the diversified development of people's consumption level and demand, enterprises should continue to strengthen the innovation of their product structure, further expand their product line, improve the quality of products, and also further optimize marketing services. In the current economic market of our country, because the competition of products is too big, many businesses in order to maintain their own economic benefits, reduce investment in product costs, resulting in

many problems in product quality. In China, good interpersonal relationship is a great advantage of enterprise marketing. Acquaintances are more likely to generate trust, disseminate product information in social networks, and more likely to gain consumer recognition. The diversity of value enlightens us that, while ensuring the high quality of products, enterprises can also provide differentiated value for consumers in service, customer relationship, customer experience and other aspects. When planning marketing activities, enterprises should consider the quality of products and the consumption level and ability of consumers, and then strengthen the efficiency of marketing. The internal attribute of the economic products in the economic market only exists the economic value after they are really consumed, and then can effectively promote the rapid development of the enterprise economy.

#### **4. Conclusion**

The theory of consumption plan behavior puts forward effective suggestions for the problems existing in marketing, which is of great help to the prediction of consumer's consumption level and consumption tendency. The theory of consumption plan behavior puts forward effective suggestions for the problems existing in marketing, which is of great help to the prediction of consumer's consumption level and consumption tendency. Consumers' consumption is affected by many factors, and there are many reasons for the poor marketing efficiency of products. The theory of consumer planning behavior plays a very important role in marketing. The theory of consumer planning behavior analyzes the existing problems in marketing and puts forward effective suggestions. In the new era, the innovation of enterprise marketing still needs to actively grasp the thought and connotation of consumer planned behavior theory and constantly innovate its own marketing service. Consumers' consumption behavior is affected by many factors, so enterprises should continuously strengthen research and pay more attention to product quality and innovation. Only through the scientific design and implementation of marketing and the improvement of the quality of marketing services can the sales volume and economic benefits of products be further improved and the economic development of society be promoted.

#### **References**

- [1] Ndubisi N O. Consumer Mindfulness and Marketing Implications[J]. *Psychology and Marketing*, 2014, 31(4):237-250.
- [2] Savigny, Heather. Consumer democracy: The marketing of politics[J]. *British Politics*, 2014, 9(4):504-505.
- [3] Reczek R W, Haws K L, Summers C A. Lucky Loyalty: The Effect of Consumer Effort on Predictions of Randomly Determined Marketing Outcomes[J]. *Journal of Consumer Research*, 2014, 41(4):1065-1078.
- [4] Lee, Hwan D. An Alternative Explanation of Consumer Product Returns from the Postpurchase Dissonance and Ecological Marketing Perspectives[J]. *Psychology & Marketing*, 2015, 32(1):49-64.
- [5] Ganz O, Teplitskaya L, Cantrell J, et al. Direct-to-Consumer Marketing of Cigar Products in the United States[J]. *Nicotine & Tobacco Research*, 2016, 18(5):864-868.
- [6] Laroche, Michel. New developments in global consumer behavior and marketing strategy: Introduction to the special issue[J]. *Journal of Business Research*, 2014, 67(3):225-227.
- [7] Mattes K. Consumer Democracy: The Marketing of Politics, by Margaret Scammell[J]. *Political Communication*, 2016, 33(1):166-168.
- [8] Consumer Participation in Cause-Related Marketing: An Examination of Effort Demands and Defensive Denial[J]. *Journal of Business Ethics*, 2015:1-14.

- [9] Bhattacharjee A, Berger J, Menon G. When Identity Marketing Backfires: Consumer Agency in Identity Expression[J]. *Journal of Consumer Research*, 2014, 41(2):294-309.
- [10] Gillian W, Simon F, Helen M, et al. Developing the assistive technology consumer market for people aged 50-70[J]. *Ageing & Society*, 2017, 37(5):1050-1067.
- [11] Connole I J, Shannon V R, Watson J, et al. NCAA Athletic Administrators' Preferred Characteristics for Sport Psychology Positions: A Consumer Market Analysis[J]. *The Sport Psychologist*, 2014, 28(4):406-417.
- [12] Pasek J, Jang S M, Cobb C L, et al. Can Marketing Data Aid Survey Research? Examining Accuracy and Completeness in Consumer-File Data[J]. *Public Opinion Quarterly*, 2014, 78(4):889-916.
- [13] Bunnik E M, Janssens A C J W, Schermer M H N. Informed Consent in Direct-to-Consumer Personal Genome Testing: The Outline of A Model between Specific and Generic Consent[J]. *Bioethics*, 2014, 28(7):343-351.
- [14] Wu C, Che H, Chan T Y, et al. The Economic Value of Online Reviews[J]. *Marketing Science*, 2015, 34(5):739-754.
- [15] Confos N, Davis T. Young consumer-brand relationship building potential using digital marketing[J]. *European Journal of Marketing*, 2016, 50(11):1993-2017.
- [16] Ju I, Kim J, Chang M J, et al. Nostalgic marketing, perceived self-continuity, and consumer decisions[J]. *Management Decision*, 2016, 54(8):2063-2083.
- [17] Phillipson L, Gordon R, Telenta J, et al. A review of current practices to increase Chlamydia screening in the community - a consumer-centred social marketing perspective[J]. *Health Expectations*, 2016, 19(1):5-25.
- [18] Kartik D, Willis R, Jones C. Consumer identity and marketing implications: Indian urban youth[J]. *International Journal of Consumer Studies*, 2016, 40(4):435-443.
- [19] Martin D, Woodside A. Learning consumer behavior using marketing anthropology methods[J]. *Journal of Business Research*, 2017, 74:110-112.
- [20] Kim H, Youn S, Lee D. The effect of corporate social responsibility reputation on consumer support for cause-related marketing[J]. *Total Quality Management & Business Excellence*, 2017:1-26.
- [21] Minton E A, Cornwell T B. The Cause Cue Effect: Cause-Related Marketing and Consumer Health Perceptions[J]. *The Journal of Consumer Affairs*, 2016, 50(2):372-402.
- [22] Fitchett J, Caruana R. Exploring the role of discourse in marketing and consumer research[J]. *Journal of Consumer Behaviour*, 2015, 14(1):1-12.
- [23] Chang C T, Cheng Z H. Tugging on Heartstrings: Shopping Orientation, Mindset, and Consumer Responses to Cause-Related Marketing[J]. *Journal of Business Ethics*, 2015, 127(2):337-350.
- [24] Yang C S, Chen C H, Chang P C. Harnessing consumer reviews for marketing intelligence: a domain-adapted sentiment classification approach[J]. *Information Systems and e-Business Management*, 2015, 13(3):403-419.
- [25] Hsu, Yi-Ting M. Cognitive systems research for neuromarketing assessment on evaluating consumer learning theory with fMRI: Comparing how two Word-Of-Mouth strategies affect the human brain differently after a product harm crisis[J]. *Cognitive Systems Research*, 2018, 49:49-64.
- [26] Hadar L, Sood S, Fox C R. Subjective Knowledge in Consumer Financial Decisions[J]. *Journal of Marketing Research*, 2015, 50(L):303-316.