

# *The Impact of Marketing Methods on Consumer Behavior in the Era of New Media*

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**Abstract:** With the development of the new media era, marketing methods have undergone tremendous changes, therefore, consumers have a wider range of ways to obtain information. Previously, information could only be obtained from TV advertisements, newspapers, and magazines. Today, using social media and the Internet to transmit information is more rapid and convenient, which has a profound impact on consumers' cognition and behavior. Therefore, studying the impact of marketing methods on consumer behavior in the era of new media is of great significance and has profound practical value. The theme of this study is to explore how various marketing methods have an impact on consumer purchasing decisions, processes, and behaviors in the era of new media, and to find the connection between new media marketing and consumer behavior. This study adopts literature analysis and case analysis methods to explore. From the research results, it can be concluded that new media marketing methods have a significant impact on consumer behavior. On the one hand, it improves consumer understanding of product information and increases product awareness. On the other hand, it promotes communication among consumers, changes their purchasing decisions, and affects their purchasing preferences and behaviors. From this, it can be seen that in the era of new media, enterprises should fully consider consumer psychology, formulate relevant marketing strategies, attach importance to consumer needs, and enhance product visibility and diversification, to better meet consumer preferences.

**Keywords:** Marketing methods, consumer behavior, new media era, social media

## **1. Introduction**

With the rapid advancement of information technology, modern marketing methods have undergone significant changes. The rise of the new media era is renowned for its rich and diverse forms of representation, with unified expressions of various symbols such as text, images, audio, and video [1]. Therefore, people can also learn about the world's information through the above forms and the Internet. This study focuses on exploring the impact of marketing methods on consumer behavior in the context of the new media era. With the development of social media, the Internet, and other technologies, traditional marketing methods are gradually being replaced. The traditional economy is influenced by modern advanced technology, constantly undergoing economic model transformation and upgrading, which gradually reduces labor costs. While reducing enterprise operating costs, it also provides higher economic benefits for enterprises [2].

Consumers are more inclined to use new media to obtain information. This study is of great significance for understanding the operation and strategies of new media marketing models, as well as consumer purchasing decisions. This study mainly focuses on the background analysis of marketing models, the needs of different marketing methods, and consumer behavior purchasing preferences. The literature analysis method is used to search and read relevant materials and literature. The advantage of this method is that it can effectively analyze and organize relevant research theories and steps, better analyze existing research results, and provide strong theoretical support for this study. The ultimate research objective of this study is to reveal the impact mechanism of new media marketing methods on consumer behavior and clarify how to promote in the era of new media. There are various marketing techniques in a market economy, and they should be flexibly applied according to the actual situation. To adapt to the changes and development of the market, continuous learning and exploration of marketing techniques are necessary [3]. To achieve the goal, based on literature analysis and empirical research with examples, relevant information was collected through literature collection, and conclusions were drawn through statistical analysis.

## **2. The Background of Marketing Methods in the Era of New Media**

### **2.1. Marketing Model Analysis**

In the era of new media, marketing models have undergone significant changes. Enterprises will collect and analyze various data, such as market research and sales data, as well as big data from social media and the Internet, to deeply understand consumers' needs and behaviors, and develop more accurate marketing models based on these [4]. Through new media channels such as social media and short video platforms, brand recommendations and marketing can place greater emphasis on user experience and create value, making marketing more efficient and improving quality.

### **2.2. Characteristics of New Media Platforms**

With the development of new media technology, the characteristics of diversity and popularity are gradually emerging. These characteristics can enable new media platforms to disseminate information to the audience, such as images, videos, etc. By utilizing new media technology, people can access information from all over the world, thus gaining a clearer understanding of the world. The popularization of many intelligent technologies facilitates people's work and life, thus increasing the interaction and demand between customers and content and achieving global information dissemination and communication [5]. At the same time, interactivity, real-time performance, and personalization are also significant features. New media technology can recommend personalized content that consumers are interested in by focusing more on certain aspects of their daily lives. On the platform, one can also discuss and share information with others for interaction. Due to the advancement of technology, the speed of information dissemination is also extremely fast, which are significant feature of new media technology.

Social media platforms such as WeChat, Weibo, and Facebook have a large number of users and strong interactivity, making them important channels for marketing. Short video platforms include TikTok, Kwai, etc. These platforms can popularize relevant information to users through short videos and are characterized by fast transmission and a wide audience [6]. By utilizing the openness of new media, products can be promoted. This allows fans or passing users to promote themselves [6]. To deepen the user's impression. Zhihu A platform of this type, Bilibili, has a large number of users and well-known high-quality video creators. At the same time, high-quality video bloggers have a large fan base, which enables them to quickly popularize people's familiarity with this product, thereby increasing brand popularity.

### **2.3. Changes in Consumer Behavior**

When consumers find themselves in need, they will search for relevant information to meet their needs. Personal experience, merchant advertising, people around them, and product salespeople are all channels for obtaining information [7]. There is also online video marketing, which can greatly assist consumers in obtaining information, increase their desire to purchase goods, enhance trust, obtain product information faster, and make decisions on whether to purchase or not [6]. At the same time, consumers can obtain information through various new media platforms, such as searching for information and reviews of corresponding products through search engines and e-commerce platforms, including understanding the purchasing experience and recommendation level of products through social media. This has achieved diversification of information acquisition channels.

## **3. The Impact of New Media Marketing on Consumer Behavior**

### **3.1. Consumer Information Acquisition and Screening**

New media marketing improves information acquisition efficiency. New media marketing can make it more convenient for consumers to access information. Merchants showcase their products online, accompanied by images, corresponding text, and product information [8]. This can quickly help consumers understand product information, thereby further improving efficiency and helping consumers to quickly and fully understand market and required product information.

Consumers rely more on new media platforms for information filtering. Due to the increasingly advanced technology and vast amount of information, consumers need to choose information that is more meaningful, valuable, and highly credible for decision-making. New media platforms will provide personalized information based on the content that consumers are interested in, such as those with long viewing time and a large number of likes and favorites, to make personalized recommendations. This makes it convenient and accurate to select the desired and meaningful information in a short period of time, making consumers who use new media platforms to filter information more dependent.

### **3.2. Consumer Purchasing Decision-Making Process**

New media marketing affects consumer purchasing intentions and preferences. Consumers' willingness to purchase will generate a sense of trust in the product due to the more comprehensive and detailed information provided by new media marketing, thereby promoting their desire to purchase this product [4]. New media will make consumers want to make purchases through heavily promoted advertisements and recommendations from video bloggers. Personal factors, psychological factors, and social and cultural factors also influence consumer behavior to a certain extent [9]. When a favorite video creator recommends a product, consumers will develop a sense of love and trust between people and things, thereby arousing the desire to purchase. On the contrary, recommendations from video creators who are not interested or disliked will lead to consumers not liking and not accepting the product. The vigorous promotion of new media marketing can also subtly change consumer preferences for products. Interesting and creative advertisements, better quality, and innovative products can stimulate consumer interest and expectations [4].

Personalized recommendations promote consumer purchasing decisions. New media marketing analyzes consumer browsing history, purchase history, and shopping cart data to organize personalized product recommendations for each consumer. This can accurately enable consumers to browse content that meets their needs and interests, thereby promoting purchase intention. At the same time, it can also help consumers find products that meet their preferences and needs more easily, making it easier for consumers.

## 4. Analysis of Marketing Models in the New Media Era

### 4.1. The Changing Needs of Marketing Methods

Under the rapid development of the new media era, there are obvious differences between new media marketing methods and traditional marketing methods. Traditional marketing methods include television dissemination, radio dissemination, and newspaper dissemination, among others. Its limitation lies in its average timeliness. Radio and television marketing focus on ratings, while newspaper marketing focuses on circulation. Traditional media marketing methods cannot enable the audience to obtain information at different times, but rather receive information at a fixed time [5]. This marketing approach cannot be personalized to every audience group, and the audience's reception methods are relatively rigid and inflexible. The disadvantage of this approach is that it cannot flexibly and flexibly adjust marketing methods in a timely manner when adjusted by the market environment. Overall, the content of traditional marketing methods is relatively single and cannot interest everyone.

Due to the rapid development of modern society, smartphones have become popular, and people have accepted many new things. Their thinking is no longer limited, and they have more ideas. Social media platforms such as WeChat, Weibo, and TikTok have become ways for people to obtain information. In response to the rapid development of new media, new marketing methods have emerged. Through video dissemination, it helps to obtain everyone's preferences and thus provides personalized services. This improves marketing efficiency and allows companies to have a clear understanding of everyone's needs. Under continuous exploration, new media marketing methods have adapted to the subsequent development of market changes. For example, when using Weibo marketing strategies, it is important to establish a close connection between the brand and users, in order to further promote the brand and achieve successful market promotion [10]. This can lead to the rapid rise of new media marketing methods.

### 4.2. Content Marketing

Firstly, creative and valuable content can be used to attract consumers. Consumers are generally attracted to valuable and creative content, and when creative information appears, it stimulates their curiosity and interest. Content that combines creativity and value can enhance consumer identification and leave a lasting impression on users. For example, in 2017, Menglong Ice Cream invited top models from around the world to shoot a very creative advertisement with rare and exotic animals such as the Black Panther, Bengal Tiger, Falcon, Shark, and Panther. This advertisement was truly impressive. At the same time, it will also increase the sales of Menglong ice cream. When using TikTok for marketing promotion, one should keep the content creative and attractive, and enhance the recognition of the audience on the product [10]. From this, it can be seen that the high quality, creativity, and value of advertising make consumers subconsciously think of Menglong when buying ice cream. So if content marketing is done well and can attract people, it will increase consumer purchasing desire.

Secondly, brand image can be established through emotional connections. Can tell brand stories. For example, the process of creating a brand, the story behind it, etc., can help consumers understand the brand story, touch their hearts more, generate favorable feelings, and thus increase their interest in the brand. De Fu Chocolate accounts for 30% of the market, and behind it lies a poignant story: Leon, the assistant chief of the Luxembourg royal family, falls in love with a princess from the royal family, Princess Bassa, but cannot be together. After the princess's death, Leon carved the abbreviation "DOVE" on the prepared chocolate to express his love. Because the emotional marketing

of this story has created emotional resonance between people and the brand, increased brand awareness, and better-attracted consumers.

### 4.3. Social Media Marketing

Firstly, utilize social media platforms to expand brand influence. Different social media platforms have different audience groups, and appropriate social media platforms should be selected based on different audiences. It is important to have clear ideas and publish valuable content to attract audiences. By effectively showcasing brand image, culture, and emotional elements, more people can be attracted to understand the brand, enhance its visual appeal, and ultimately expand its influence [6]. As the largest sharing platform, YouTube helps to accelerate brand exposure and attract more attention to the brand.

Secondly, promote consumer participation through interaction, sharing, and other means. Effectively utilizing social communication can also tap into more consumers [11]. This can fully leverage marketing and find more audience groups. Consumers can let more people know about the brand by giving reviews or leaving comments on purchased products [6]. And actively respond to consumer evaluations or messages, making consumers trust the brand. At the same time, rewards can be arranged, and points can be given by commenting once. Points can be exchanged for gifts to enhance everyone's participation.

## 5. Conclusion

The research result of this study is the rise of the new media era, which has brought unprecedented reforms to the marketing field and consumer behavior. It further concludes that with the rapid development of information technology and the popularization of the Internet, new media platforms are growing day by day, gradually replacing the traditional media in the dissemination of information, which not only makes great changes in people's lives but also profoundly affects the decision-making of enterprises and consumer buying behavior. The diversity of marketing methods has attracted customers' choices, attention, and interaction. Among them, social media and short videos also provide enterprises with more in-depth opportunities to interact with consumers, increasing their sense of participation and exposure. These have a more profound impact on consumer behavior such as purchasing, choosing, and preferences, improving development efficiency. This study provides valuable reference significance for future research in this direction, mainly affecting the ideas of enterprises in new media and the formulation of strategies for consumer interaction. For the next challenges and opportunities in the new media era, it is necessary to seize them well, continuously learn, and better enable consumers to meet their needs and increase competitiveness. Future research should focus more on the psychological changes of consumers, technological updates, innovations, and improvements in the new media environment, attempting to expand its scope and involve more fields, in order to conduct in-depth exploration in a more comprehensive and precise direction.

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