

Study on the Changes in Australian Consumer Behavior in the Digital Marketing Environment

Shanshan Zhou

Monash University, Melbourne Australia

ABSTRACT

With the rise of emerging platforms like Temu and Shein, Australia's e-commerce market has been thriving, leading to significant shifts in the market landscape. Digital marketing, which utilizes digital media as a tool, employs consumer profiling for data collection and rational usage, analyzing users' potential attributes and summarizing their behavioral characteristics. This has become the foundation for developing marketing strategies. By using digital marketing tools and digital media, businesses can precisely target users and devise actionable marketing strategies, providing a basis for product marketing and increasing sales volumes. As a highly developed market economy, Australia's digital marketing environment is characterized by diversity and complexity. This paper aims to explore how changes in the digital marketing environment in Australia affect consumer behavior and provides insights for companies to formulate effective marketing strategies.

KEYWORDS

Digital marketing; Consumer behavior change; Marketing strategies

1. THE CONCEPT OF DIGITAL MARKETING

In the context of rapid development in information networks, digital marketing has emerged as a way of promoting products and services through digital communication channels. By leveraging internet marketing technologies and other non-internet platforms, digital marketing enhances communication with consumers, creating positive interactions. It requires online presence and the use of digital technologies to meet marketing demands, thereby promoting products, services, and brands. Due to the widespread adoption of digital technologies and internet advancements, digital marketing has become a catalyst for high-quality business development in the information age, boosting product sales, optimizing related services, and building a positive brand image in society. Digital marketing is essential for adapting to digital advancements, requiring businesses to reform traditional marketing approaches. It involves creating specific strategies based on an understanding of the factors influencing consumer behavior, making it easier to analyze consumer behavior in the context of digital marketing and offering a relatively reasonable marketing plan [1-3]. Digital marketing not only requires businesses to possess sharp market insights but also demands constant innovation in marketing approaches. Companies must flexibly utilize various digital technologies and channels to adapt to the rapidly changing market environment, thereby achieving long-term development.

2. CHANGES IN AUSTRALIA'S DIGITAL MARKETING ENVIRONMENT

2.1. Diversification of Social Media Platforms

Australia's social media landscape is indeed highly diverse, featuring internationally recognized platforms such as Facebook, Instagram, and Twitter, along with the rapid rise of emerging forces like TikTok. This platform diversity expands user access to information and changes the face of digital marketing through rich interaction methods, making marketing more engaging, interesting, and effective. For example, the local Australian brand, Bundaberg, has fully utilized the diverse characteristics of social media by launching a series of innovative marketing campaigns. Bundaberg used platforms like TikTok to release creative short videos showcasing its unique bottle-opening rituals and traditional brewing process, attracting the attention of many young consumers and deepening their recognition and emotional connection with the brand.

2.2. Strengthening of Privacy Protection Regulations

In recent years, the rapid development of information technology has led to an increase in the circulation of personal data in everyday life and business, bringing both convenience and risks of privacy breaches and data misuse. In response, the Australian government has taken proactive measures, recognizing the importance of strengthening privacy protection for maintaining social stability and fostering the healthy development of the digital economy [4-5]. The government has revised and improved existing privacy protection regulations and strengthened their enforcement to ensure that companies strictly adhere to legal requirements when collecting, using, and processing consumer data, respecting and protecting every citizen's right to privacy. These measures help improve consumer confidence, laying the foundation for a safer digital environment.

2.3. The Rise of Emerging Platforms

In the fiercely competitive global e-commerce industry, emerging platforms such as Temu and Shein have quickly made their mark in the Australian market, becoming pillars of industry development. These platforms have leveraged their innovative advantages in supply chain management, inventory optimization, and digital marketing to rapidly build extensive product ecosystems, covering a wide range of categories from fashion apparel to household goods. With competitive pricing strategies and high-quality products, they have accurately captured the dual desires of young consumers for both fashion and value for money, successfully disrupting the traditional e-commerce market. Moreover, Temu and Shein have greatly enhanced consumer shopping experiences through smooth purchasing processes, convenient payment methods, and efficient logistics services, solidifying their positions in the Australian market and increasing competitive pressure on traditional e-commerce platforms and retailers.

3. ANALYSIS OF CONSUMER BEHAVIOR CHANGES IN THE DIGITAL MARKETING ENVIRONMENT

3.1. Consumers Becoming More Proactive

In today's information-explosion era, the role of consumers has changed. Traditional sales models were characterized by goods flowing between producers, intermediaries, and consumers, with feedback mainly occurring between producers and intermediaries, and information being transmitted indirectly. Consumers acquired products through certain channels, but due to the nature of these channels, they were passive in the process. Even if consumers had opinions about the products during use, they couldn't directly convey them to producers and had to rely on intermediaries to relay the feedback. Online shopping has changed this unfavorable situation for consumers, enabling direct

communication between consumers and producers. In this scenario, consumers can directly communicate with producers without needing to go through multiple channels, allowing for more convenient information exchange. If consumers have differing opinions during product use, they can convey their feedback to producers via customer service channels on the platform [6-8]. In the e-commerce era, consumers can influence producers' decisions and designs, resulting in products that satisfy consumer preferences, thus increasing consumer engagement.

3.2. Personalization of Purchasing Methods

In today's society, consumers place a high emphasis on personalized experiences during their shopping process. The number of global online shoppers increases yearly, and people of all ages are engaging in online shopping. The proportion of young consumers remains dominant. Online shoppers not only enjoy trendy shopping methods but also compare product prices to select reasonably priced goods that meet their personalized shopping needs. These groups also experience psychological satisfaction through online shopping, placing more emphasis on the symbolic meaning of products. When shopping online, consumers are not only concerned with the products themselves but also hope to express their individuality through the shopping experience. The trend of personalized consumption has become evident, balancing both cost-effectiveness and emotional appeal. New-age consumers now focus on the quality and quantity of consumption, and the relationship between consumer personality and consumption image is becoming increasingly close. Therefore, the products consumers purchase is rationally judged and are choices that reflect psychological recognition after comparison.

3.3. Convenience of Consumption Methods

In the digital marketing environment, consumers are increasingly inclined to shop and pay through mobile devices, a process that is relatively convenient (Figure 1). E-commerce has changed how people shop, leading to the emergence of a new consumer group that uses the internet to obtain information, understand product details, and explore products from different regions worldwide. Suppliers and producers can use online platforms to obtain information efficiently, meeting the needs of all parties under the guidance of information. When consumers shop online, they don't need to queue like in physical stores, and can pre-order or purchase products directly through online functionalities, with products delivered through logistics channels. Online payment methods, such as BPAY and PayPal, allow consumers to complete transactions quickly. Because of the convenience of online shopping, many consumers prefer to purchase goods through online channels, resulting in a growing scale of online shoppers.



Figure 1. Representation of Convenient Shopping Methods

4. FACTORS INFLUENCING CONSUMER BEHAVIOR IN THE CONTEXT OF DIGITAL MARKETING

4.1. Personal Factors

In the rapid development of digital technology, an analysis of consumer behavior during shopping reveals that gender has a significant impact. The number of female consumers is higher than that of males [9]. Survey results show that women tend to spend more on shopping than men. Women are often more emotional in their purchasing decisions and may lack rational consideration when choosing products, making them more susceptible to external influences when deciding to buy. In contrast, male consumers are generally more rational, purchasing only items that are necessary for their lives, studies, or work, with a lower likelihood of impulsive buying. Shopping behavior also varies considerably across age groups. Young people, middle-aged adults, and the elderly have distinct purchasing intentions. While middle-aged and elderly individuals tend to have more savings and higher incomes than younger people, the consumption power of younger individuals cannot be ignored, as they are the main demographic of online shoppers. Young consumers are often attracted to fashionable and luxury products, driven by their trendy and individualistic mindsets. Additionally, consumer behavior is influenced by education level. Those familiar with the internet and proficient in using online platforms tend to engage in online shopping more frequently.

4.2. Cultural Factors

Australia is a multicultural country, and consumers from different cultural backgrounds exhibit varying purchasing behaviors and preferences. Consumer behavior is closely related to individual thoughts, which are shaped by cultural background and education level. As a result, analyzing consumer behavior requires a focus on their cultural background. Personal experiences, educational history, and personality traits all contribute to the formation of one's values and worldview, which in turn influence consumer behavior. Consumers exchange information on online platforms, gradually forming a "network culture" that affects their online purchasing behavior. Network culture, which has emerged with the widespread adoption of the internet, exists in virtual online spaces and impacts individuals' behavior and language on these platforms. As e-commerce develops rapidly, the variety of products has increased, and the diversity of product combinations has expanded, further influencing consumers' purchasing choices and altering their behavior.

4.3. Psychological Factors

Consumer behavior is closely linked to individual psychology, particularly in Australia, where digitalization is highly advanced. Online consumers in Australia tend to exhibit a strong desire for novelty. Driven by this psychological trait, consumers often feel curious and impulsive when faced with new products and are willing to make purchases even in an impulsive state [10-11]. Compared to physical shopping, Australia's online shopping environment offers consumers greater convenience and a wider variety of choices. When shopping online, consumers are often eager to try out new products, making them more prone to impulse purchases. Unlike physical shopping, online consumers can compare different products by using the features provided by e-commerce platforms. They often seek convenience and affordability, comparing products online and using tools provided by the platforms to easily select and view product details before making a purchase decision.

5. MARKETING STRATEGY RECOMMENDATIONS

5.1. Targeted Market Positioning

With the rapid development of big data and artificial intelligence, new opportunities have emerged for businesses to understand consumer behavior and demand, allowing them to create targeted marketing plans and increase economic benefits. An exemplary case of this trend is Australia's Beten Company. Beten leverages advanced data analysis techniques to thoroughly explore market data and accurately identify consumer groups interested in their health food products (see Table 1). By carefully analyzing these consumers' purchasing history, browsing behavior, and social media interactions, Beten can precisely grasp their preferences, enabling them to design highly personalized marketing campaigns. This approach not only improves marketing efficiency but also strengthens customer loyalty and brand attachment, laying a solid foundation for Beten's expansion in Australia and globally.

Table 1. Strategies for precisely positioning the target market

Methods	Description
Market Segmentation	Beten first divides the whole market into several sub-markets with similar needs and preferences through market segmentation.
Target customer identification	Betne further identifies the target customer, including defining the characteristics of the target customer (such as age, gender, occupation, income level, etc.), analyzing their needs and expectations, and identifying their purchasing behavior and preferences.
Product features match market needs	Betaine's milk source originates from the Australian native exclusive pasture at 37° south latitude, which makes its products have certain differentiated advantages in the market. Through in-depth understanding of the needs and preferences of target customers, the product features are accurately matched with the market demand, so as to meet the specific needs of target customers.

5.2. Enhancing Personalized Experience

To win consumer favor, businesses should focus on enhancing personalized consumer experiences by offering customized products and services that cater to each consumer's unique needs. From product selection to service details, companies should strive to provide personalized attention. By continuously optimizing the shopping process and payment methods and adopting advanced digital technologies, businesses can ensure that the shopping experience is both fast and secure, greatly increasing consumer satisfaction. Additionally, companies actively build brand communities through online and offline interactive activities, deepening emotional connections with consumers and fostering a sense of belonging. Membership programs provide consumers with exclusive benefits and personalized services, further solidifying brand loyalty and creating a win-win situation for both the company and its consumers.

5.3. Optimizing Marketing Channels

In Australia's highly digitalized and social media-driven market environment, businesses should optimize their marketing channels according to development needs. Given the fragmentation of consumer attention, relying solely on single marketing channels is insufficient to meet their diverse and personalized information needs. Thus, companies can explore multi-channel and omnichannel marketing strategies to enhance marketing efficiency and effectiveness. In practice, businesses should not only continue to cultivate traditional advertising channels but also embrace emerging platforms like social media and short video apps [12]. Through creative content and interactive activities, they

can attract and retain consumers' attention. Moreover, by combining online and offline resources, companies can create seamless omnichannel shopping experiences, allowing consumers to access product information and enjoy shopping at any time and place. This comprehensive marketing strategy enhances brand influence and offers businesses broader market opportunities [13-14].

6. CONCLUSION

In the rapidly changing business environment, Australian companies are continuously optimizing their marketing channels with forward-thinking perspectives to meet consumers' growing demand for diverse experiences. Throughout their development journey, companies can use digital technologies to strengthen their capabilities, reshaping traditional operational methods and innovating marketing strategies. Effective product image building and promotion, bolstered by digital tools, contribute to increased product sales and market presence. The use of digital technologies in marketing helps analyze consumer behavior, identify consumer characteristics, and discover influencing factors. Based on this information, businesses can develop marketing strategies that innovate the way marketing activities are conducted, achieving unexpected outcomes. This helps solidify customer relationships, increase sales, and drive sustainable business growth and development.

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