

Consumer Behavior Changes and Coping Strategies in the Digital Age

Yanyi Li

Faculty of Business & Economics, Business School, The University of Hong Kong, Hong Kong, 999077, China

ABSTRACT

With the advent of the digital age, consumers' shopping behavior and information acquisition have undergone profound changes. Traditional advertising platforms such as Baidu and Jinri Toutiao have gradually been replaced by social media platforms, and new media channels such as Wechat moment, Xiaohongshu and broadcast rooms have become the main sources for consumers to obtain product and service information. In the traditional real estate sector, this trend is also prominently observable. The purpose of this study is to explore the changes in consumer behavior in the digital age and analyze the key roles played by live broadcasting and new media. This study shows that the impact of social media on different home buying customer groups is significantly different in marketing conversion data, including the retention of potential customers, the number of customers visited, and the proportion of transactions brought by social media tools. In addition, this paper deeply focuses on the influence of buyers' life stage on their house purchase demand, and subdivides buyers into several typical life stages. Through a detailed analysis of the changes in the needs of 49 different types of households, we reveal the specific differences in the needs of buyers at different life stages in terms of home size, location, function and so on. For example, single young people are more likely to choose a small apartment with a good location; Newlyweds focus on community safety and future parenting resources; Families with children emphasize safety, education, and the functionality of living Spaces. Families with stable career pursue high-quality improved housing and matching personal circle; The retired pay attention to health and wellness facilities and recreational activities. Based on the above analysis, this study provides more targeted product design and service strategies for developers. Specifically, through the detailed classification of 49 household types, such as single youth, newlyweds, families with young children (full nest I, II, III), empty-nest families, and families in the breakup stage, developers can better understand the unique needs of each stage and design products and services that are more in line with market needs. Finally, for different types of customer groups, this paper puts forward the project characteristics based on the precise delivery portfolio strategy and expansion strategy, in order to reduce marketing costs and improve efficiency. Young customers pay more attention to Xiaohongshu and live broadcast channels; customers with families pay more attention to WeChat Moments or Baidu; the retired class pays more attention to personal circle channels; different groups get effective information from different channels, which is more direct; thus, guiding us to match the corresponding delivery channels according to different customer groups in the future. The proportion of investment is equivalent to the proportion of marketing expenses invested in promotion and expansion. Through the segmentation of different types of customer groups and the testing of different digital media channels, this study helps enterprises to analyze and study in the dimension of customer classification, and improve the accuracy of enterprises in acquiring effective customers and effectively reduce costs based on the feedback of different customer groups on different social media.

KEYWORDS

Digital age; Consumer behavior; Live marketing; New media; Buyer's life stage; Accurate delivery

1. INTRODUCTION

Under the wave of digital transformation, the rapid development of information technology is profoundly changing consumers' shopping behavior and information acquisition methods. Traditional media platforms such as Baidu and Jinri Toutiao were the main channels for consumers to obtain real estate advertisements in the past, but with the development of social media and mobile Internet, the importance of these platforms has gradually declined [1]. Nowadays, more and more consumers choose to learn the latest real estate information and make house purchase decisions through social media platforms such as wechat moments, XiaoHongshu and broadcast rooms [2]. This change not only reflects the impact of technological advances on consumer habits, but also reveals a fundamental shift in the marketing environment. The new media platform, with its strong interaction, fast transmission speed and wide coverage, has quickly become a new bridge of communication between enterprises and consumers. In particular, the live format, which combines the advantages of real-time interaction, visual display and instant feedback, provides a more intuitive product experience for potential home buyers.

This study aims to explore the changing trend of consumer behavior in the digital era and the reasons behind it, focusing on the role played by live broadcasting and new media in this process. Specifically, this paper will solve the following core problems: First, explore the specific performance of consumers shifting from traditional platforms to new media platforms, and the impact of this change on the real estate industry, and deeply analyze how buyers of different age groups and living conditions adapt to the new access to information; Secondly, the paper analyzes the differences in the needs of buyers in different life stages, and understands the changes in the specific needs of 49 different types of customers in different families, such as seniority, second-generation marriage, agreement marriage and stable life [3]. According to different life status, age stage and social level, buyers can be subdivided into a number of typical life stages, including single stage (20-30 years old), newlywed stage (25-35 years old), full nest I stage (30-45 years old, preschool children, within 6 years old), full nest II stage (35-50 years old), Primary to secondary school children), Full nest Stage III (45-60 years of age, not yet fully independent children), empty nest stage (55-70 years of age, children no longer dependent on parents, do not live with parents), and dissolution stage (over 65 years of age, one of the spouses died). With the detailed classification of 49 household types, developers can better understand the unique needs of each stage, so as to design products and services that are more in line with market needs. In addition, evaluate the effectiveness of targeted delivery mix strategies based on different project characteristics, especially in terms of reducing marketing costs and improving efficiency; Finally, it proposes solutions to the above problems, including but not limited to specific measures in content creation, channel selection, data analysis, etc., to help enterprises maximize sales conversion rate while controlling costs. The research results not only provide a new perspective and methodology for the marketing of the real estate industry, but also provide a valuable reference case for the digital transformation of other industries.

2. LITERATURE REVIEW

2.1. Review of Consumer Behavior Theory

The research of consumer behavior constitutes an indispensable part of marketing field, and its core is to explore the psychological and action patterns of consumers when they choose, purchase, use and deal with goods or services. Such research not only enables enterprises to accurately grasp customer needs, but also provides a scientific basis for policy makers to optimize market ecology. Classical theoretical frameworks, such as stimulus-organic-response (S-O-R) model and Howard-Sheth model, have laid a deep academic foundation for the analysis of consumer decision process. The S-O-R model focuses on how external factors (such as advertising, marketing strategies) shape an individual's inner state of mind and ultimately contribute to a specific behavioral output (such as a

purchase decision). Although simple and easy to understand, this model ignores the internal motivations and individual differences of consumers, making it difficult to fully describe complex consumer behaviors [4]. The Howard-Sheth model is more complex, dividing the consumer decision-making process into three stages: information input, information processing and decision output, taking into account cognitive, emotional and social influences, and introducing the concepts of learning and memory. However, its preconditions are quite strict and its ability to adapt to rapidly changing market conditions is limited. With the wide spread of social media and mobile Internet, information access channels have increased, and consumers' action patterns have also shown more complex dynamic characteristics. The traditional single linear decision-making process is gradually giving way to the non-linear and multi-stage decision-making mechanism, which forces enterprises to seek breakthroughs in marketing strategies, effectively utilize the characteristics of emerging media platforms, in order to more accurately respond to customer needs, and promote the sustainable development of enterprises.

Emerging consumer behavior theories, such as situational marketing theory, experience economy theory and social network effect theory, have greatly expanded our understanding of this field. Contextual marketing theory holds that consumer behavior is not only determined by personal characteristics and product attributes, but also influenced by specific situations, such as interface design and payment security when shopping online, which will affect the final decision. The theory of experience economy shows that with the gradual improvement of material quality of life, consumers pay more attention to personalized and unique consumption experience, and expect enterprises to provide services and products beyond the conventional, create impressive moments, and further enhance brand attraction and customer loyalty. The social network effect theory highlights that the rise of social media has greatly strengthened the influence of word-of-mouth communication in the decision-making process of consumers. Content such as user-generated content (UGC) and friend recommendation can significantly improve the trust and participation of potential customers. Therefore, it is crucial to build a positive online community and interaction mechanism for brand building. In response to the above changes, it is necessary for enterprises to take various measures to optimize their marketing strategies, such as relying on data for content creation, implementing multi-channel integrated communication, constantly optimizing and adjusting programs, and improving user experience, so as to further ensure that each touch point can provide high-quality user experience. In summary, although the theory of consumer behavior has made great progress in the past decades, the field still faces many challenges after entering the digital age. Future research should delve deeper into the potential impact of emerging technologies on consumer behavior, hoping to develop more flexible and precise marketing tools that can help enterprises stand out in a highly competitive market environment by carefully analyzing consumer needs and preferences, plan marketing strategies more efficiently, build durable customer relationships, and ultimately achieve sustainable development goals.

2.2. Application Status of Live Broadcasting and New Media In Marketing

As a new interactive marketing model, live broadcasting has risen rapidly in recent years and has been widely used in many fields. It combines real-time interaction and entertainment, allowing brands to communicate directly with consumers and optimize their marketing strategies through instant feedback. Especially in the real estate industry, live broadcast shows unique value. It can not only show the internal structure of the house, the surrounding environment and supporting facilities, but also answer the questions of potential buyers immediately and provide personalized purchase guidance. The host of the live broadcast room can introduce the functional layout of each room in detail through a virtual tour, and even invite designers or homeowners to share their decoration experience and life experience. This immersive viewing experience not only increases user engagement, but also deepens their sense of trust in the project.

Social media platforms such as wechat Moments and XiaoHongshu have become a key way for consumers to obtain information and share their personal experiences. These platforms not only have large social characteristics, but also can achieve accurate positioning and personalized recommendation of content according to the user's preference, location and other factors. For example, XiaoHongshu, with its high-quality lifestyle content, has attracted a large number of middle and high income people who pursue a quality life, while wechat moments of friends, with their strong private social network, have become an ideal place for people to share life details and personal recommendations. In addition, user-generated content (UGC) occupies an important position on new media platforms, becoming one of the key factors influencing other consumer decisions. UGC includes user-posted photos, videos, comments and reviews, which are often more convincing than official propaganda.

2.3. The Influence of Buyer's Life Stage on Consumption Decision

Homebuyers' decisions are significantly influenced by their life stage, and homebuyers at different life cycle stages show significant differences in their needs and preferences. For example, single young people usually attach more importance to personal development space, so they tend to choose small apartments with convenient transportation. Newlyweds will consider the needs of long-term residence and attach importance to the quality of supporting facilities and services in the community. For families with young children, educational resources, a safe environment and a good community atmosphere are important factors for them to consider when buying a home. For retired people, the convenience of health, recreation and medical resources has become a key factor in deciding to buy a house. However, there is little research on this, so this in-depth analysis of 49 different types of customers shows that there are significant differences in home size, geographical location and functional needs among buyers at various life stages. These findings provide valuable information to developers to help them better design products and services that meet market needs and thus enhance market competitiveness.

3. CHANGES IN CONSUMER BEHAVIOR IN THE DIGITAL AGE

3.1. A Shift in Access to Information

Before the digital transformation, home buyers mainly relied on traditional online advertising platforms such as Baidu and Jinri Toutiao to obtain property information. These platforms provide a wealth of listing information and comparison tools to help consumers make decisions. However, with the development of Internet technology and the popularity of social media, although the amount of information on traditional platforms is still huge, its appeal is gradually weakening. The main reasons are: information overload, too much information on traditional platforms, it is difficult for users to screen out the most relevant content; Lack of interaction, traditional platforms are mostly one-way communication, lack of direct interaction with users.

In recent years, social media platforms represented by wechat moments, Xiaohongshu, and broadcast rooms have risen rapidly and become new information acquisition channels. The advantages of this type of platform are: first, personalized recommendation, based on the algorithm recommendation system, to provide more suitable content for users' interests. The second is social interaction, where users can participate in discussions through comments, likes, shares and other ways to enhance trust. The third is the diversity of content. In addition to text and pictures, live video and other forms increase the authenticity and interest of information. In the real estate sector, the proportion of transactions brought by leading real estate companies through digital media tools such as Xiaohongshu, live streaming, and WeChat Moments accounts for 25% of the total transaction volume; the peak period of this proportion was during the first generation of digital marketing in real estate (2017-2020), which was an industry upswing and could reach 50%, and live streaming was not

included at the time; but since the real estate downturn began in 2021, through investment and research in live streaming channels, the proportion has remained at 25% at this stage. This indicates that new media platforms play a significant role in attracting potential customers.

3.2. The Impact of Social Media Evolution on Consumer Behavior

The rise of social media platforms has made consumers' purchase decision-making process more dependent on social interaction and word of mouth. User-generated content (UGC), such as reviews and experience sharing, has become an important reference for other consumers to choose products. This change has a profound impact on the real estate industry: on the one hand, authentic user experience and feedback are more likely to win the trust of potential buyers. On the other hand, good reputation can improve brand awareness and reputation, and then cultivate loyal customer base.

UGC is becoming increasingly important on new media platforms, which not only enriches the content ecosystem, but also provides consumers with more diversified perspectives. For real estate projects, on the one hand, UGC shows the advantages of the house intuitively through cases, that is, the real living experience of the owner or tenant. On the other hand, it provides detailed answers to the questions that buyers are concerned about and increases transparency. In addition, UGC can also inspire empathy with potential customers, making it easier for them to feel a sense of identity and belonging, thus facilitating purchasing decisions. In this way, the marketing effect is greatly improved:

3.3. Changes in Consumer Behavior Patterns

In the digital age, consumers no longer follow a linear path when making purchase decisions, but show a non-linear, multi-stage decision-making process. Buyers may focus on multiple platforms at the same time, repeatedly compare the pros and cons of different projects, and change their minds at any time under the influence of new information. Therefore, leading real estate companies analyze a large number of customers, match corresponding digital platforms by studying the life cycle, family cycle, behavioral characteristics and interests of different customers, so as to adapt to market changes more flexibly; with the development of digital transformation, leading real estate companies gradually realize the link between front-end customers and back-end customer descriptions and characteristics, making customer data more intuitive, analyzing specific customer characteristics to match more accurate digital delivery channels and personalized content, and improving customer acquisition efficiency; secondly, they strengthen the explicit analysis of customer characteristics to provide products that can better solve customer pain points for the next generation of product construction;

4. BUYER'S LIFE STAGE AND DEMAND ANALYSIS

4.1. Define Different Life Stages

In the real estate market, buyers' decision-making behavior is deeply affected by their current life stage. According to different living conditions and age levels, buyers can be divided into several typical life stages, each stage has its own unique characteristics and needs. Single stage (20-30 years old) consumers usually just enter the society, in the early stage of career development, the pursuit of convenient and flexible lifestyle, tend to choose the geographical location of small apartment or short-term rental apartment, this kind of housing close to the workplace or the city center, convenient transportation, surrounded by a wealth of dining and entertainment facilities, convenient social and leisure; In addition, flexible rental options under the sharing economy such as co-working Spaces are also popular, meeting the need for short-term residence and flexibility. Couples in the newlywed stage (25-35 years old) start to form a family, pay attention to stability and future development potential, pay more attention to the safety of the living environment and community supporting facilities, and hope to choose a safe and reliable community with good property management to lay the foundation

for future planning; Considering the future childcare needs, whether there are high-quality kindergarten, primary school and other educational resources nearby has also become an important factor; At the same time, a harmonious neighborhood helps to integrate into the local living environment and enhance the sense of belonging. Full Nest I (30-45 years old, preschool children, up to 6 years old) families emphasize safety, education and the functionality of living space. Spacious and comfortable homes are preferred, with enough rooms for the family, and equipped with children's play areas or other child-friendly common Spaces; Quality educational resources are one of the priority factors to ensure that children can receive good early education; A healthy community environment with high greening rate and good air quality is conducive to the physical and mental health of the whole family. The demand for living space for families in Full Nest II (35-50 years old, primary to secondary school children) has further increased, and in addition to continuing to attach importance to educational resources, the cultural atmosphere and social status of the community have also become important; Parents hope to improve the living quality and provide a better learning and living environment for their children through improved housing. In addition, the matching degree of the social circle has also become a consideration, hoping to integrate into the like-minded group. Full nest III (45-60 years of age, not yet fully independent children) family structure is relatively stable, at this time parents may seek larger housing to accommodate changes in family members; For the living quality and personal circle of attention to further increase, may consider villa, large floor and other high-end products, enjoy a more exquisite and comfortable living environment; At the same time, investment appreciation potential is also an important factor to consider as part of asset allocation. Buyers in the empty-nest stage (55-70 years old, children no longer rely on their parents, do not live with their parents) pay more attention to health facilities and leisure and entertainment activities, and tend to choose places far away from the hustle and bustle of the city and beautiful natural environment; The complete supporting facilities for the elderly in the community, such as gym, swimming pool, clinic, etc., provide all-round support for the elderly life; Proximity to large hospitals or clinics ensures timely access to professional treatment in case of emergencies. Buyers in the breakup phase (over 65 years of age, the death of one spouse) are more focused on community support services and medical resources, looking for a place that can provide long-term care and support to ensure the quality of life in later life; Mutual assistance mechanisms and rich social activities within the community also help alleviate loneliness and maintain a positive attitude. In summary, based on the customer sample summary of different projects of leading real estate companies, digital tools (such as Feishu tools, Feiyu tools, etc.) are used to analyze the characteristics and demand changes of customers at different life stages, and timely understand the changes in customer models, so as to better meet the personalized needs of consumers and create future products to solve core pain points, improve product competitiveness, and build products that better understand customers;

4.2. Digital Marketing Practice: Precise Expansion Strategy for Rigid Demand Projects in Guangzhou Core Area

Take a rigid demand project with a total price of 5-7 million in the core area of Guangzhou as an example. The project is mainly aimed at the middle- and high-income groups aged 25-40, and the customer positioning is the urban middle class. The project deeply explores the customer group's pursuit of high-value design, quality life, trendy experience and urban social interaction, and extracts the core story line and primary core value of "IN LIFE": old city activation, trendy youth, and humanistic social interaction. The target customers are mainly concentrated in the single stage, newlywed stage and full nest I stage among 49 customer categories.

In the digital expansion stage, the project team explored six combinations of WeChat Moments, Douyin, Xiaohongshu, live broadcast, Anjuku vertical media, self-media and fan groups. In the 2022 stage, Anjuku's transaction accounted for 5%, which was the mainstream expansion method, but Xiaohongshu's development and delivery model in the real estate field was not yet perfected. In 2023,

Xiaohongshu, WeChat Moments and Douyin delivery quickly surpassed Anjuke with a transaction share of 9%, 6% and 4% respectively, becoming the main digital customer development channels. In 2024, the effect of WeChat Moments gradually became ineffective, and the project team turned to investing resources in the live broadcast field. The proportion of live broadcast transactions jumped from 0 to 24%, becoming one of the main transaction channels. At the same time, Xiaohongshu optimized the content strategy in the real estate field. Through the research on the life stages of the target customer groups, matching content was produced, such as from the perspective of workers in large factories or young and knowledgeable groups, and the content of the grass-planting type was released, which increased the transaction proportion of Xiaohongshu to 10%.

Through in-depth research on the target customer groups, the project explored the most effective way of digital expansion, that is, using live broadcast and Xiaohongshu as the core channels and combining personalized content strategies. This not only improves the accuracy of customer acquisition, but also significantly reduces the conversion cost, meets the target customer group's needs for high-quality life and urban social interaction, and also provides a reference for the digital marketing of other similar projects.

5. ACCURATE DELIVERY EFFECT EVALUATION FOR DIFFERENT GROUPS

5.1. The Concept and Advantages of Precision Delivery

Precise delivery in the digital era refers to the use of advanced technologies such as big data analysis, artificial intelligence, and machine learning to efficiently deliver information to specific target audiences through multi-dimensional data mining. Compared with traditional broad network advertising, precision advertising has the following significant advantages: improve conversion rates, accurately target potential customers, reduce ineffective exposure, and directly reach people in need; reduce costs, optimize advertising budget allocation, avoid waste of resources, and improve every point. The marketing effect of money; improve user experience through personalized content, increase user participation and brand loyalty. However, the realization of these advantages requires an important prerequisite, which is an in-depth understanding of the characteristics and behavior patterns of target customers. Through detailed analysis of customers' consumption habits, interests and preferences, age levels, geographical distribution and other dimensions, companies can clearly define the portrait of their target audience. This process based on customer research is the core foundation for formulating accurate delivery strategies.

In addition, in actual delivery, the strategy needs to be continuously optimized through delivery combination testing. During the test cycle, companies can try multiple combinations (such as content A+B, A+C or C+D) to observe the reaction of the target audience, and then adjust the delivery model and match the best way. This data-driven iterative optimization can not only better meet customer needs, but also maintain the flexibility and efficiency of marketing strategies in a dynamically changing market environment. Therefore, precise delivery is not only a technology-driven marketing method, but also a manifestation of a customer-centered strategy. By continuously studying customers in depth, companies can achieve marketing goals in a rapidly changing digital environment while improving customer satisfaction and brand value.

5.2. Project Portfolio Strategy Based on Project Characteristics

According to the characteristics of different projects, developers can choose different new media platforms for precise delivery. For example, Xiaohongshu is more suitable for projects that are just in need and just being renovated in the city center, attracting the middle class who pursue quality of life; it attracts target customers by publishing pictures of project appearance, resonant language,

recommendations and other content; live broadcast is also suitable for projects that are just in need and just being renovated, and it can increase trust and stimulate the interest of target customers by showing the authenticity of the model house online, introducing details and interacting in the live broadcast room; on the contrary, taking a project in a first-tier city as an example, for a project with a total house price of 9 million to 12 million, the customer acquisition effect of live broadcast is greatly weakened, and it focuses more on maintaining offline circles and spreading personal relationship chain word-of-mouth to obtain accurate customer groups; You can use the personal relationship chain to spread word of mouth and expand your influence.

Create content that meets the needs of target customers based on their interests and behavior patterns. Making short videos about city life for single young people; Preparing family planning guides for newlyweds; Provides information on educational resources for families with young children. Constantly optimize content push strategies based on real-time data analysis. For example, recommendations can be tailored to the user's clicking behavior to ensure that each push gets the user's attention.

6. COPING STRATEGIES AND SUGGESTIONS

6.1. Build a User-Centered Digital Marketing System

By using digitalization, we can understand the customer life cycle from customer visit to customer transaction in the whole chain, obtain customer characteristics through digital analysis, and then select different digital media delivery combinations for testing based on these characteristics, so as to obtain effective and accurate channels; the second is content creation and co-creation, based on data-based customer analysis - obtain accurate customer expansion channels - increase the number of customers in accurate channels through content creation - and finally convert transactions; this process reduces marketing costs and improve customer sample scale effect, and generates data models that match the project customer base in the continuous running of live broadcast models and WeChat Moments delivery models, which is convenient for automatic identification at the next start. For real estate companies, it means that they have a certain data seed package. If there are similar project investments, they can directly start this seed package to reduce the cost of exploration;

6.2. Innovative Content Production and Dissemination Methods

Integrate the real estate project into a vivid story, through telling the community culture, residents' life fragments, etc., so that potential buyers have emotional resonance. Use live broadcasting, short videos and other forms to increase user participation, such as holding virtual house viewing activities, designer interviews, etc., so that users can feel the characteristics of the house more intuitively. Based on big data analysis, we can provide customized housing recommendations for users to improve the relevance and accuracy of information. Actively maintain official accounts, regularly update quality content, and enhance fan stickiness; Encourage user generated content (UGC), such as sharing living experience, decoration experience, etc., to expand brand influence. Invite well-known bloggers and Internet celebrities to experience or endorse products, and quickly enhance the popularity of projects with their huge fan base. Organize offline house viewing groups, owners meeting and other activities, and simulcasting through online platforms to attract more potential customers' attention.

6.3. Strengthen Data Analysis Ability and Optimize Delivery Strategy

In terms of enhancing our data analytics capabilities and optimizing our digital delivery strategy, we will build a real-time data monitoring mechanism to track key marketing metrics such as click-through rates, conversion rates and customer acquisition costs. Ensure the efficiency and flexibility of your marketing campaigns by identifying problems immediately and adjusting strategies quickly.

At the same time, we will use historical transaction data to conduct in-depth mining and draw detailed user portraits to provide scientific basis for precision marketing. This user profile will help us predict demand more accurately and improve user experience and satisfaction. In order to find the most effective promotion plan, we will conduct A/B tests to compare the effects of different advertising creativity and copywriting styles, and develop personalized delivery strategies by subdividing target customers into multiple subgroups based on age, gender, region and other factors. Reasonable adjustment of the advertising expenditure of each channel to ensure the optimal allocation of resources, so that each fund can play the maximum effect. Continue to monitor and evaluate the effect of marketing activities, learn from the experience of success and failure, gradually improve subsequent marketing strategies, and track and study the emerging market dynamics with the aid of cutting-edge data analysis methods and technologies to maintain the competitive position of enterprises in the market. In the construction of member service system, we plan to launch a series of innovative measures, such as the construction of intelligent recommendation engine, based on user preferences and past behavior patterns, automatically provide customized content and services. Build an online social platform to enhance communication and collaboration among members and strengthen their sense of identity with the brand. Implement the incentive system of points to stimulate the enthusiasm and willingness of users to spread, and further enhance their loyalty to the brand. In addition, we will set up convenient feedback channels, listen to the voice of customers, respond and solve their problems in a timely manner, collect user opinions through AI customer service, online surveys and other ways, and quickly iterate products and services to ensure that we always meet or even exceed customer expectations. Finally, in terms of communication strategy, we will adopt more intelligent and personalized communication methods. Use chatbots for 24/7 support or social media platforms to organize interactive online events to enhance brand visibility and user engagement. Adopting such strategies can not only improve the effectiveness of marketing activities, but also provide customers with more value-added service experience, and further enable enterprises to occupy an advantageous position in the extremely competitive market environment.

7. CONCLUSION

This study explores in depth the changes in consumer behavior in the digital age and their impact on the real estate industry, focusing on the important role of live broadcasting and new media platforms in marketing. Through a systematic review of relevant literature, a detailed analysis of the demand characteristics of buyers in different life stages, and a combination of specific cases to evaluate the effect of precise delivery, this paper reveals the transformation of information acquisition channels from traditional advertising platforms such as Baidu and Jinri Toutiao to social media platforms such as moments, XiaoHongshu, and broadcast rooms. Understanding the different concerns and needs of home buyers at different life stages (single youth, newlyweds, families with young children, stable careers, retirees) can help developers design products and services that are more in line with market needs and thus improve market competitiveness. The precise delivery strategy based on project characteristics and target customers has significantly improved the marketing effect. Through multi-channel integrated communication, innovative content production and dissemination methods, strengthening data analysis capabilities to optimize delivery strategies, and establishing long-term customer relationship maintenance mechanisms, developers can maximize sales conversion rates while controlling costs. This study not only provides a new perspective and methodology for marketing in the real estate industry, but also provides a valuable reference case for digital transformation in other industries, enhancing marketing efficiency, user experience, and promoting innovative development. Future research should continue to focus on new opportunities brought about by technological advances such as artificial intelligence and virtual reality, considering cross-cultural and long-term effects to provide more comprehensive and in-depth insights.

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