

# The Impact of Consumer Psychological Needs in the New Era on Brand Marketing

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## ABSTRACT

For the commodity brand, how to adapt to the development of the economic environment is extremely important, the consumer psychology is the key to the marketing strategy, is to adapt to the changes in the economic environment is an important factor, so the commodity brand is only practical based on the needs of the consumer's psychology, do a good job of marketing the brand, should fit in the Under the current requirements of consumer culture, cultivate a new relationship between brands and consumers, under this condition, in order to effectively promote the brand better marketing.

## KEYWORDS

New Period; Consumer Psychological Needs; Brand Marketing.

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## 1. INTRODUCTION

For the brand, it is the precipitation and condensation of enterprise and commodity individuality, and it is an important identifying feature that attracts consumers' attention or purchase in the competitive and homogeneous market. An important characteristic of a successful brand is to consistently link the function of the brand with consumer psychology, and to better deliver the brand message to consumers through the study of consumer psychology. Therefore, in order to occupy its place in the rapid development of innovative economy, expanding market size and complex marketing structure, it is necessary to focus on the changes and needs of consumer psychology.

## 2. OVERVIEW OF CONSUMER PSYCHOLOGY

### 2.1. Connotation of Consumer Psychology

Consumer psychology refers to the inner change state of consumers in the process of consumption, that is, what a person thinks as a consumer, which includes consumer psychology and purchase psychology. Consumer psychology can influence consumer behaviour in consumption, so that consumers decide what products to choose. The study of consumer psychology helps enterprises to produce products that customers want according to their psychology, and to choose the right marketing methods, so as to expand brand sales and improve corporate profitability.

### 2.2. Consumer Psychology Content

First, value psychology. Value here refers to the usefulness, experience and significance that the product can bring to the user, the reason why consumers choose and like a certain product is because

he believes that this product is more valuable than other products, and can bring more benefits and significance for himself, that is, it has more potential value. Second, habit psychology. Habit refers to people's long-term activities to develop but it is difficult to change the behaviour of the moment. habits can be divided into behavioural habits, cultural habits, national habits, regional habits and so on. Consumption habits once formed is difficult to change, consumers are more willing to go according to their own habits to shop. Third, identity psychology. Identity refers to a person's origin, social status and social background, everyone has their own identity, either high or low, most people also unknowingly reveal their identity. Currently in the consumption, identity psychology still exists, people are more willing to buy products that meet their own identity or even higher than their own identity, as a way to show their social status. Fourth, emotional psychology. Emotion refers to the psychological reaction that people make when they suffer from external stimuli, such as like, dislike, anger and so on. Consumers choose or not to choose, like or hate a certain product, are affected by the emotional psychology of consumers.

### **3. THE RELATIONSHIP BETWEEN CONSUMER PSYCHOLOGICAL NEEDS AND BRAND MARKETING**

In consumer culture, consumption points to the symbolic value and the world of meaning, symbolic value becomes the most important content of consumption, consumer behaviour around the pursuit of symbolic value to stimulate the desire to consume, so that the behaviour extends to a wider cultural level, and the existence of the consumer culture and consumer culture and become part of the consumer culture. Brand expression to have the ability to pay a premium, we must understand the cultural characteristics of consumer behaviour, not only to bring specific functional and emotional satisfaction to consumers, but also attached to certain cultural connotations, highlighting the brand personality. Successful brand marketing must be to highlight the individuality of consumer culture, so that the communication is more infectious, so that consumers are touched and left a deep impression. Brand marketing must conform to the specific consumer cultural orientation, understand the consumer's preference for the brand's cultural attributes, convey the brand's cultural information through marketing channels, and shape the brand personality. From the analysis of the marketing process, brand positioning must encompass the cultural significance of market segmentation, with cultural characteristics as the core; brand design must respect the cultural orientation and consumption of cultural fashion, shaping the cultural style to lead the consumption of fashion, including the name, logo, symbols, packaging and advertising slogan and other explicit elements of the design should be in line with the cultural style, in the visual, auditory, tactile to meet the needs of consumers aesthetic psychology, aesthetic habits. The design of consumer culture constitutes the "culture" of consumer behaviour. Consumer culture constitutes the "inner layer" of consumer behaviour, brand marketing to achieve the purpose of influencing consumer behaviour, we need to improve the level of marketing to slowly unveil it, using a variety of marketing means to disseminate the brand content, build a cultural atmosphere, to build the brand's influence.

### **4. THE INFLUENCE OF CONSUMER PSYCHOLOGICAL NEEDS ON THE STATUS OF BRAND MARKETING**

#### **4.1. The Influence of Consumer Psychology on Brand Design**

The psychological activities of consumers to buy goods, generally always from the beginning of the process of awareness of the goods, and in the fierce competition in the homogenisation of the market, the brand has become an important basis for people to choose the goods, therefore, the brand design also seems to be important. Brand design mainly includes the design of brand name, logo and logo language, which are the important signs that distinguish the brand from other brands. Brand name is usually composed of words, symbols, patterns or a combination of three factors, covering all the

characteristics of the brand, has a good publicity, communication and exchange role, the logo can help cognition, association and make consumers have positive feelings, love and preference, the role of the logo language is to provide associations for the product, and the second is to strengthen the name and logo. Consumers to buy goods in the general psychological process includes the cognition of goods, attention, memory, association, imagination and other psychological activities, enterprises in order to enable consumers to choose their own products in a large number of commodities, we must use the brand name and the brand's visual image to attract the attention of consumers and interest, the brand will gradually into the hearts of consumers. Brand name planning, not only to consider the characteristics of the industry, consumer characteristics, but also to consider the reference to peer brands, brand name of a variety of words, sound, shape, resonance, misunderstanding, proximity, association and other factors. In addition to the brand name, the visual image is equally important, they are to a certain extent determined by the brand design should be combined with the psychology of consumers.

#### **4.2. The Influence of Consumer Psychology on Brand Positioning**

Brand positioning reflects the personality characteristics of the brand, no personality is easy to be ignored, no personality of the brand is also forgotten, the reason why the brand has become a famous brand, because of the brand personality created to influence consumers. Because different consumer groups have different consumption psychology and consumption characteristics, at the same time, social and cultural practices and consumption habits will also have an impact on consumers, because of this, do brand planning, first of all, brand positioning, clear that this brand will be used for the current and future which industry, which field, its consumers are which kind of people, their gender, age, occupation, cultural level composition how? Positioning for the brand of the basic art method, is to study different consumers, from the consumer's consumption characteristics, cultural practices, consumption habits and needs of the brand to find a strong position, and then comprehensive use of all the marketing elements of the brand to occupy and adapt to this position and its subsequent market changes, will be able to obtain a more sustainable market share.

#### **4.3. The Influence of Consumer Psychology on Brand Innovation**

Although different consumers have different psychological characteristics of their consumption, different consumer groups also have their different characteristics, but with the increasing diversification of consumption, consumers in the choice of goods there is always a kind of new ideas, this psychology in brand marketing is no exception. Therefore, brand innovation is the vitality and value of the brand, and is an important initiative to obtain the psychological effect of the brand. Brand innovation includes brand creation and brand renewal: on the one hand, any product must create its own brand, the product has brand characteristics, distinctive features, in order to attract consumers; on the other hand, the brand has been created, there is also a re-creation and renewal of the problem. For example: Bosideng in the marketing of down apparel, not only pay attention to the publicity of the total brand, and constantly brand innovation.

### **5. THE PSYCHOLOGICAL NEEDS OF CONSUMERS ON THE BRAND MARKETING CASE STUDY - CHINA ANTA BRAND**

Anta is not unable to do in the eyes of consumers in first-tier cities "high-end, atmospheric, upscale" products, the key to the problem is, why do that? If the current consumers are satisfied and approved of their own approach, then why must change it? Anta's goal is to challenge Nike and Adidas. But that doesn't mean that Anta is going to challenge Nike and Adidas with the same model. Online surveys show that most people do not support Li Ning's positioning of its consumer target group as the post-90s, and the official vague response coupled with the public's speculation is that Li Ning's

brand was born in the 1990s, and that the core target consumer group is also locked into the post-90s. This and Li Ning's existing brand temperament seems extremely uncoordinated. Of course, the biggest problem with Li Ning's brand management team is that its core concept is to look to Nike, but the result is to plant a big headache. Anta's success gives business managers a good inspiration.

## 6. CONCLUSION

To sum up, the secret of successful brand marketing lies in the ability of brands to clearly understand and recognize the psychological and behavioural characteristics of new consumers. Brands must be aware of the lack of time and attention of new consumers and be able to help them satisfy their need for authentic and reliable products. They must be aware of their lack of time and attention and be able to help them satisfy their need for authentic and reliable products. In addition, they should be aware of the independent-minded personality traits of new consumers and provide them with trustworthy branded products or services.

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