

Research on the Market Strategy Positioning of Retail Enterprises Based on Consumer Behavior Analysis

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Abstract: *With the increasingly fierce market competition, how retail enterprises accurately grasp consumer behavior and formulate effective market strategy positioning has become the key to their survival and development. This paper first explores the basic concept of consumer behavior and its importance to the market strategy positioning of retail enterprises, and then analyzes the main factors influencing consumer behavior, including psychological factors, social factors, cultural factors, etc. On this basis, combined with the current development trend of the retail market, a market strategy positioning framework for retail enterprises based on consumer behavior analysis is proposed, including market segmentation, target market selection, differentiated positioning, and strategy implementation and evaluation, aiming to provide scientific decision-making basis and practical guidance for retail enterprises.*

Keywords: Consumer Behavior; Retail Enterprises; Market Strategy Positioning; Differentiated Competition.

1. INTRODUCTION

Driven by global economic integration and the digital wave, the retail industry is undergoing unprecedented changes. As the core driving force of the market, consumers' behavioral patterns, preferences and demands are increasingly diversified and personalized, which puts forward higher requirements for the market strategy positioning of retail enterprises. Consumer behavior, as various behavioral activities exhibited by consumers in the process of seeking, purchasing, using and evaluating goods or services [1], not only directly reflects the actual needs of consumers, but also contains their potential psychological motivations, social influences and cultural backgrounds [2]. Therefore, a deep understanding of consumer behavior is of vital significance for retail enterprises to formulate precise market strategy positioning and achieve differentiated competition.

In recent years, with the rapid development of Internet technology, especially the wide application of emerging technologies such as mobile Internet, big data and artificial intelligence, the channels for consumers to obtain information have become increasingly rich, and the purchasing decision-making process has also become more complex and personalized [3]. Consumers are no longer satisfied with passively receiving information. Instead, they actively participate in the search, comparison and evaluation of product information, and even share their shopping experiences through platforms such as social media, forming word-of-mouth communication [4]. This change requires retail enterprises to transform their traditional marketing concepts from "product-centered" to "consumer-centered", by deeply analyzing consumer behavior, accurately grasping consumer demands, and formulating personalized market strategy positioning.

Meanwhile, the dynamic changes in consumer behavior also prompt retail enterprises to constantly adjust and optimize their market strategies. For example, with the improvement of health awareness, consumers' demand for green, organic and healthy products is increasing day by day [5]; With the popularization of environmental protection concepts, consumers' attention to sustainable consumption is constantly increasing [6]. These changes require retail enterprises to fully consider these new demands and trends of consumers in their market strategy positioning, and meet the diversified demands of consumers through means such as product innovation and service upgrading.

Against this backdrop, market strategy positioning based on consumer behavior analysis has become the key for retail enterprises to enhance their competitiveness. By conducting in-depth analysis of consumer behavior, retail enterprises can understand the needs, preferences and purchasing habits of target consumers more accurately, thereby implementing precise marketing and improving marketing efficiency [7]; It is possible to identify market blind spots, guide product innovation, and meet consumers' unmet needs [8]; More personalized services can be

provided to enhance customer satisfaction and loyalty [9]; It can form a differentiated competitive advantage and resist the pressure of market competition [10].

However, although the importance of consumer behavior analysis in the market strategy positioning of retail enterprises has been widely recognized, how to effectively apply consumer behavior analysis to the actual formulation of market strategies remains a major challenge for retail enterprises. This requires retail enterprises not only to possess advanced data analysis technologies and methods, but also to have acute market insight and innovation capabilities, and be able to adjust and optimize market strategies in a timely manner according to changes in consumer behavior.

Therefore, this paper aims to propose a market strategy positioning strategy for retail enterprises based on consumer behavior analysis by conducting in-depth research on the basic concepts, influencing factors of consumer behavior and the market strategy positioning framework of retail enterprises, and verify its feasibility and effectiveness through case analysis. It is expected that the research results of this paper can provide scientific decision-making basis and practical guidance for retail enterprises, helping them stand out in the fierce market competition.

2. OVERVIEW OF CONSUMER BEHAVIOR

Consumer behavior, as one of the core areas of marketing research, is the basis for understanding market dynamics and formulating marketing strategies. It refers to the various behavioral activities exhibited by consumers in the process of seeking, purchasing, using, evaluating and disposing of goods and services, as well as the psychological, social and cultural factors behind them. A deep understanding of consumer behavior is the key for enterprises to grasp market demands, enhance product competitiveness and achieve sustainable development.

Consumer behavior is a complex and multi-dimensional process. It not only involves the actual purchasing actions of consumers, but also includes information collection and demand identification before purchase, the decision-making process during purchase, as well as the usage experience, satisfaction evaluation and subsequent behaviors (such as word-of-mouth promotion, repeat purchase, etc.) after purchase. This process is jointly influenced by consumers' personal characteristics (such as age, gender, income, education level, personality, etc.), psychological factors (such as motivation, perception, learning, attitude, etc.), social and cultural environment (such as family, social class, cultural background, subcultural group, etc.) and market environment (such as product features, price, promotional activities, sales channels, etc.).

From a psychological perspective, consumers' purchasing decisions are often driven by internal needs, which may be physical (such as hunger and thirst) or psychological (such as a sense of belonging and achievement). Consumers form their cognition and evaluation of products by perceiving external information and combining their own experience and knowledge, and then generate the intention to purchase. Meanwhile, the learning process of consumers is constantly shaping and changing their purchasing behavior. For instance, through advertisements, social media or recommendations from relatives and friends, consumers may develop a favorable impression of a certain brand and thus give priority to that brand when making future purchases.

The influence of the social and cultural environment on consumer behavior cannot be ignored either. Different cultural backgrounds and social classes have shaped consumers' unique values, beliefs and lifestyles, and these differences are directly reflected in their consumption choices. For instance, in some cultures, frugality is regarded as a virtue, and consumers may be more inclined to choose products with high cost performance. In some other cultures, brands symbolize identity and status, and consumers may be more willing to pay a premium for well-known brands.

In addition, changes in the market environment are also important factors influencing consumer behavior. With the development of Internet technology, the rise of e-commerce has greatly changed consumers' shopping habits. Online shopping is favored by more and more consumers due to its convenience, price transparency and rich choices. Meanwhile, the application of social media and digital marketing methods enables enterprises to interact with consumers more directly and influence their purchasing decisions.

3. THE MAIN FACTORS INFLUENCING CONSUMER BEHAVIOR

3.1 Psychological Factors

Psychological factors are the most direct influences on consumer behavior, including motivation, perception, learning, belief and attitude, etc. Consumers' purchasing behavior often stems from certain internal or external motives. By perceiving external information and combining their own learning experiences and belief attitudes, they form purchasing decisions.

3.2 Social Factors

Social factors mainly include family, reference group, social role and status, etc. The family is an important influencing unit for consumers' purchasing decisions, while the reference group influences consumers' purchasing choices by providing comparison standards and behavioral demonstrations. Social roles and status determine consumers' self-concept and expected image during the purchasing process.

3.3 Cultural Factors

Cultural factors are the most profound influences on consumer behavior, including culture, subculture and social class, etc. Culture determines consumers' basic values, aesthetic concepts and lifestyles. Subcultures further refine these differences. Social class indirectly affects consumers' purchasing behavior by influencing their income level, educational attainment and social status.

4. MARKET STRATEGY POSITIONING FRAMEWORK FOR RETAIL ENTERPRISES BASED ON CONSUMER BEHAVIOR ANALYSIS

In the retail industry, precise market strategy positioning is the key for enterprises to gain competitive advantages and achieve sustainable development. With the continuous evolution of consumer behavior patterns, retail enterprises need to build a market strategy positioning framework based on consumer behavior analysis to better meet consumer needs, increase market share and customer loyalty. The following is a comprehensive positioning framework, covering five core dimensions: target market segmentation, consumer demand insight, differentiated competition strategies, channel strategies, and customer relationship management.

4.1 Target Market Segmentation

Retail enterprises first need to conduct market segmentation through consumer behavior data (such as purchase frequency, preferred product categories, consumption amount, etc.), and identify the characteristics and demand differences of different consumer groups. For instance, the market can be segmented based on dimensions such as age, income level, and lifestyle. Fast fashion products can be launched for the young and trendy group, or high-end customized services can be provided for high-net-worth clients. After segmenting the market, enterprises need to identify their core target groups, concentrate resource investment, and achieve precise marketing.

4.2 Consumer Demand Insights

A deep understanding of consumer needs is the basis for strategy formulation. Retail enterprises need to capture the motives and pain points behind consumer behavior through means such as big data analysis, user research, and social media monitoring. For instance, analyze the trends of consumers' concerns about health, environmental protection and convenience, and develop organic food, biodegradable packaging products or provide instant delivery services. Meanwhile, pay attention to the key touchpoints in the consumer decision-making process (such as information search, comparison, and payment), optimize the shopping experience, and reduce decision-making costs.

4.3 Differentiated Competition Strategy

Based on insights into consumer demands, retail enterprises need to build differentiated competitive advantages. This includes product differentiation (such as exclusive designs and limited edition items), service differentiation (such as personalized recommendations and worry-free returns and exchanges), price differentiation (such as exclusive discounts for members and dynamic pricing), and brand differentiation (such as emotional resonance and social responsibility commitments). The differentiation strategy needs to be highly consistent with the values of the target consumers to form a unique market positioning.

4.4 Channel Strategy

The all-channel layout integrating online and offline is an inevitable choice for modern retail. Enterprises need to optimize their channel combinations based on consumers' shopping habits: offline channels should focus on experiential consumption (such as pop-up stores and theme experience zones), while online channels should enhance convenience and personalization (such as intelligent recommendations through apps and social e-commerce). At the same time, through data integration, inventory sharing across all channels and intercommunication of member benefits are achieved, enhancing consumers' cross-channel shopping experience.

4.5 Customer Relationship Management

The mining of long-term customer value relies on efficient customer relationship management. Retail enterprises need to establish a customer data platform (CDP), integrate multi-channel interaction data, and achieve precise portrayal of customer profiles. Enhance customer stickiness through personalized marketing (such as birthday exclusive offers and customized content push) and hierarchical operation of the membership system (such as points redemption and exclusive activities). In addition, the concept of Customer Lifecycle Management (CLM) is introduced to formulate differentiated strategies for customers at different stages (potential customers, active customers, and lost customers), thereby enhancing the lifetime value of customers.

5. MARKET STRATEGY POSITIONING STRATEGY FOR RETAIL ENTERPRISES BASED ON CONSUMER BEHAVIOR ANALYSIS

In the complex and ever-changing market environment of the retail industry, consumer behavior has become the key basis for enterprises to formulate market strategies. Retail enterprises need to deeply analyze the characteristics of consumer behavior from five core dimensions: product, price, channel, promotion and service, and build a precise and flexible market strategy positioning system to achieve the expansion of market share and the improvement of customer loyalty.

From the perspective of product strategy, precisely meeting consumers' demands is the core principle of product development. Enterprises should leverage big data technology to deeply explore the demand pain points in consumer behavior data and launch customized products for different market segments. For instance, for consumers who attach great importance to the quality of life, high-end smart home products can be developed, emphasizing the intelligence, convenience and design sense of the products. For price-sensitive consumers, we offer basic products with high cost performance to meet their daily usage needs. Meanwhile, personalized and customized services have become an important trend in product strategies. Enterprises can establish consumer profiles to understand consumers' personalized preferences and provide them with exclusive product customization solutions, such as customized clothing and accessories, to enhance consumers' sense of participation and belonging. In addition, product innovation and upgrading are also indispensable links. Enterprises need to closely monitor the changing trends of consumer behavior, promptly apply new technologies and materials to their products, and enhance the performance and quality of the products to meet the growing consumption demands of consumers.

In terms of pricing strategy, flexible pricing is the key to maximizing value. Dynamic pricing strategies can adjust product prices in real time based on factors such as purchase time, purchase frequency, and price sensitivity in consumer behavior data. For example, during the peak tourist season, the prices of hotels and air tickets in popular tourist destinations can be appropriately increased; During the off-season, consumers are attracted through price reduction promotions. Differentiated pricing formulates different pricing plans for different consumer groups and product features. For high-end products, enterprises can implement a strategy of high price and high quality, highlighting the unique value and brand advantages of the products. For mass products, an affordable pricing strategy is adopted to expand the market share. In addition, bundled sales and package pricing are also effective pricing strategies. Enterprises can combine and sell related products, offer consumers certain price discounts, and increase the added value and appeal of the products.

In terms of channel strategy, the integration of all channels has become an important way to enhance the shopping experience. Enterprises should build an integrated online and offline shopping channel to achieve information sharing such as goods, inventory and members. Consumers can browse products and place orders online, or they can choose to experience and pick up goods at offline stores, enjoying convenient shopping services. Meanwhile, based on consumer behavior data, the locations and scales of offline stores should be rationally arranged. Open

stores in areas with a high concentration of consumers and adjust the display of goods and service contents in the stores according to consumers' shopping habits and preferences. In addition, actively expand social media and e-commerce channels, carry out marketing activities and sales business. Interact with consumers through social media to understand their needs and feedback; Open an official flagship store on e-commerce platforms to expand sales channels and enhance brand awareness.

Promotional strategies need to be precise marketing to stimulate consumers' purchasing desire. Enterprises can formulate personalized promotional activities based on consumers' purchasing history, interests and hobbies and other information. For instance, push discount information on cosmetics to consumers who frequently purchase beauty products, and send promotional activities for sports equipment to sports enthusiasts. By leveraging the influence of social media, carry out socialized promotional activities, such as launching topic challenges and check-in activities, to encourage consumers to participate and share, thereby enhancing the brand's exposure and dissemination power. At the same time, time-limited promotions and hunger marketing strategies should be adopted to create a sense of urgency and scarcity. However, it is necessary to use them moderately to avoid excessive marketing that may cause consumer aversion.

Service strategy is the key to enhancing customer loyalty. Enterprises should provide personalized services and tailor service plans for consumers based on their behavioral characteristics and demands. Such as providing exclusive shopping advisors and private customization services for high-end customers, and offering convenient after-sales services and exclusive membership benefits for ordinary consumers. To optimize the shopping environment, whether online or offline, it is necessary to ensure that consumers can have a good shopping experience. The online platform should ensure that the page is simple and easy to use, and the loading speed is fast. Offline stores should be kept clean, comfortable and have a reasonable layout. Establish an effective customer feedback mechanism, promptly collect consumers' opinions and suggestions, and continuously optimize product, price, channel, promotion and service strategies based on the feedback information to achieve positive interaction and common growth with consumers.

6. CONCLUSION

In today's highly competitive retail market, consumer behavior analysis has become the cornerstone for enterprises to formulate marketing strategies. Through in-depth insights into consumer behavior, retail enterprises can accurately grasp market demands and formulate more targeted and effective market strategy positioning strategies.

From the perspective of practical effects, the market strategy positioning strategy based on consumer behavior analysis has achieved remarkable results in multiple aspects. At the product level, enterprises can develop products that better meet consumers' demands and enhance the market competitiveness of their products. In terms of price, a flexible pricing strategy helps enterprises maximize profits while meeting the price expectations of different consumers. The omni-channel integration channel strategy provides consumers with more convenient and diverse shopping choices and enhances their shopping experience. Precise promotion strategies have effectively stimulated consumers' purchasing desire and promoted sales growth. A high-quality service strategy, on the other hand, enhances consumers' loyalty and earns the enterprise a good reputation.

However, consumer behavior is constantly changing and the market environment is also full of uncertainties. Therefore, retail enterprises need to continuously pay attention to the changing trends of consumer behavior and constantly optimize and improve their market strategy positioning. On the one hand, more investment should be made in data technology to enhance the capabilities of data collection, analysis and application, so as to gain a more accurate understanding of consumer demands. On the other hand, it is necessary to focus on innovation and constantly explore new market strategies and marketing models to adapt to the changes and development of the market.

In conclusion, the market strategy positioning strategy of retail enterprises based on consumer behavior analysis is the key for enterprises to achieve sustainable development. Only by constantly adapting to changes in consumer behavior and formulating market strategies that meet market demands can retail enterprises remain invincible in the fierce market competition and win a broader space for development.

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