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Marketing Model Innovation and Consumer Behavior Analysis in the Digital Age

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ABSTRACT

Against the backdrop of the global digital transformation of the economy, enterprises' marketing models are evolving in depth from traditional approaches to digital and intelligent ones. The integrated application of technologies such as big data, artificial intelligence and blockchain enables enterprises to reach consumers, build brands and guide demand in a more precise manner. Consumer behavior in the digital environment exhibits the characteristics of diversification, instantaneity and personalization, with its decision-making models and value perceptions undergoing remarkable changes. Starting from the interactive relationship between digital marketing innovation and the evolution of consumer behavior, this paper explores the reconstruction of marketing concepts, channel structures and brand communication mechanisms driven by digital technologies. The study points out that the core of digital marketing lies in the reshaping of user value under data-driven approaches, and the changes in consumer behavior have propelled the marketing system to shift from one-way communication to intelligent interaction, providing a new path for enterprises to achieve precision marketing and sustainable growth.

Keywords: digital era; marketing innovation; consumer behavior; data-driven; intelligent marketing

The digital economy has become a pivotal force driving the transformation of the global commercial system. With the steady rise in internet penetration and the popularization of smart terminals, the relationship between enterprises and consumers has extended beyond transactional interactions

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in physical spaces to social networks, content platforms and virtual ecosystems. Traditional marketing models, which rely on empirical judgment and offline promotion, are increasingly showing limitations in terms of precision, interactivity and data feedback. Based on data and driven by technology, digital marketing achieves in-depth insight into consumer psychology and behavioral guidance through algorithms, recommendation mechanisms and situational experiences. At the same time, consumers' decision-making logic has become increasingly complex in an environment of information overload and media fragmentation, presenting new characteristics such as multi-channel comparison, emotional identification and social participation. This paper aims to analyze the innovative trends of marketing models in the digital era and the interactive mechanism between such trends and the evolution of consumer behavior, and explore how enterprises can realize value co-creation and marketing optimization through digital technologies to build a sustainable competitive business advantage.

The Transformation of Marketing Against the Background of Digital-Transformation

1.1 Reshaping of the Marketing Ecosystem Driven by the Digital Economy

The rapid rise of the digital economy has endowed corporate marketing activities with the characteristics of digitalization, intellectualization and networking. The marketing ecosystem has transformed from an enterprise-centric linear system into a consumer-centric dynamic network. Supported by digital technologies, information flow, capital flow and logistics have achieved a high degree of integration, enabling marketing activities to break through the constraints of time and space. Data has become a new factor of production; through data collection and analysis, enterprises can accurately identify consumer demands and realize the full-process optimization of product R&D, promotion

and services. Taking e-commerce platforms as an example, recommendation systems based on user portraits have become a mainstream marketing mechanism, realizing the shift from "products seeking customers" to "customers seeking products". This ecological reshaping has expanded corporate marketing beyond mere product sales to relationship management and value co-creation, forging a new marketing paradigm for the digital era.

1.2 Technological Innovation Leading the Evolution of Marketing Models

The in-depth integration of big data, artificial intelligence (AI) and cloud computing has driven the transformation of marketing models from information dissemination to intelligent decision-making. The application of AI algorithms enables enterprises to extract valuable insights from massive volumes of data and identify consumer preferences and behavioral patterns. For example, intelligent recommendation systems deliver personalized content by analyzing users' search and purchase history; affective computing technology can recognize consumers' emotional responses, facilitating the design of more emotionally resonant content for brand communication. Blockchain technology, by enhancing data security and transaction transparency, has also boosted consumers' trust and brand loyalty. Empowered by technology, marketing activities have shifted from an experience-oriented approach to scientific decision-making, thereby achieving a dual improvement in marketing efficiency and precision.

1.3 A New Pattern of Digital Communication and Brand Interaction

The diversification of digital media has transformed the pathways of information dissemination. Enterprises shape their brand images in a multi-dimensional way through emerging channels such as short videos, live streaming, social media and virtual communities. Brand communication has evolved from one-way output

into a co-creation process with user participation, where interactive marketing, storytelling narration and situational experience have become key strategies to enhance user stickiness. For instance, enterprises leverage Artificial Intelligence Generated Content (AIGC) for virtual character marketing, endowing brand images with greater affinity and expandability. The essence of digital communication lies in content-centric emotional connection: it realizes real-time optimization of communication effects through data feedback, forming a closed-loop system of content generation - user resonance - behavioral conversion.

2. Innovation Paths of Digital Marketing Models

2.1 Construction of a Data-Driven Precision Marketing System

The core feature of the digital era lies in the widespread application of data and the deepening of intelligent decision-making. As the core goal of the digital marketing system, precision marketing essentially relies on data analysis to achieve efficient matching between consumer demands and enterprise resources through scientific algorithms. By leveraging big data collection, machine learning and artificial intelligence algorithms, enterprises can identify consumer behavioral characteristics and potential preferences from complex information, thereby realizing market segmentation and personalized strategy design. For example, retail enterprises formulate differentiated promotion and product combination strategies by analyzing purchase frequency, category preferences and seasonal trends in different regions. In-depth mining of social media data enables enterprises to accurately capture user emotions and interest tags, and further form dynamic user portraits to achieve precise multi-touchpoint reach. Data-driven marketing not only improves the efficiency and conversion rate of information dissemination, but also promotes enterprises to shift from the traditional “sales-oriented” model to a “user value-oriented” one, making marketing an important

support for value creation and strategic decision-making.

2.2 Integrated Development of Social and Content-Oriented Marketing

In an era marked by the high fragmentation of digital communication, content has become the core link connecting brands and consumers. The integration of social and content-oriented marketing has shifted the communication model from media-dominated to user-dominated, where consumers participate in brand building through interactive behaviors and drive the reproduction of social influence. Social platforms leverage algorithmic recommendation mechanisms to distribute content precisely based on users' interests and behavioral preferences, and enterprises can boost user engagement through short videos, interactive topics, creative challenges and other formats. For instance, brands create scenario-based consumption through storytelling and life-oriented content on platforms such as Douyin and Bilibili, enabling users to form brand cognition in a state of emotional resonance. The essence of content marketing lies not in information indoctrination, but in emotional stimulation and cultural communication. Through the continuous output of high-quality content and community operation, enterprises not only achieve brand exposure and word-of-mouth accumulation, but also build a multi-level social fission effect through user self-propagation, facilitating the dual growth of brand value and commercial returns

2.3 Technological Empowerment of Experiential and Immersive Marketing

With the development of virtual reality (VR), augmented reality (AR) and metaverse technologies, experiential and immersive marketing have become important directions for digital innovation. By virtue of immersive technologies, enterprises can reconstruct brand scenarios in virtual spaces, enabling consumers to participate in brand experiences at both sensory and emotional

levels. For example, automobile enterprises use VR test-drive systems to allow users to experience driving performance and brand culture in a virtual environment, while clothing enterprises realize personalized matching and instant purchase decisions through AR virtual fitting mirrors. The application of technologies has transformed consumers from audiences into participants, fostering in-depth experiences and emotional connections during interactions. The core value of experiential marketing lies in enhancing consumers' cognitive memory and cultural identification of brands, and realizing the transformation from information display to perceptual resonance through technical means. This marketing model centered on immersive experience not only elevates the innovative expressiveness of brands, but also drives the evolution of traditional advertising communication toward emotion-driven and perceptual value transmission, providing new technical support for enterprises to build sustainable competitive advantages.

3. Digital Shift of Consumer Behavior and Its Psychological Mechanisms

3.1 Changes in Decision-Making Paths Under Omnichannel Integration

In the digital environment, consumers' purchase decisions no longer follow the traditional linear path of cognition - interest - purchase, but evolve into a complex, cross-cutting network across multiple channels. Consumers frequently switch between different platforms, acquiring information through diverse channels such as search engines, social media, short-video platforms and online forums, and conducting multi-dimensional comparisons and verifications. Brand reputation, peer reviews and social interaction have become important variables influencing decision-making. Consumers have greater autonomy throughout the purchase journey: they leverage data and algorithmic recommendations for personalized screening, thus seizing the initiative

in information acquisition. Against this backdrop, enterprises need to track omnichannel data to identify consumers' behavioral and psychological changes at different touchpoints, integrate online and offline resources, and deliver a consistent, seamless user experience. The core of multi-channel decision-making lies in the improvement of consumers' information control capability, which requires enterprises to establish a real-time response mechanism based on data insights, and realize precise communication and contextual marketing to maintain a competitive edge in an environment of information overload.

3.2 Emotional and Symbolic Trends in Consumer Psychology

Consumer behavior in the digital economy era is becoming increasingly emotional and symbolic; purchasing is no longer merely the satisfaction of functional needs, but also an embodiment of individual expression and social identity. Brands have gradually evolved into emotional symbols and cultural icons, and consumers convey their identity, aesthetic tastes and value positions through brand selection. The popularization of social media has reinforced this trend: in behaviors such as posting content, checking in and leaving reviews, users participate in social interaction by virtue of brand narratives, achieving emotional resonance and self-shaping. In marketing practices, enterprises should focus on constructing cultural contexts and symbolic systems, shaping brand personalities through storytelling, visual aesthetics and value expression to arouse consumers' emotional resonance. Emotion-driven purchase decisions have transformed marketing from one-way communication to relational connection; brands are no longer just product providers, but platforms for emotional experience and cultural participation. The essence of emotional marketing is to enable consumers to see their own reflections in brands, thereby fostering in-depth psychological identification and brand loyalty.

3.3 Enhanced Consumer Autonomy in the Era of Data Awareness

With the advancement of digitalization, consumers' role in the data ecosystem has undergone a fundamental shift, transforming from passive information recipients into active data subjects. The rising awareness of privacy protection has made consumers pay greater attention to the transparency and compliance of enterprises in the process of data collection, analysis and utilization. The application of new technologies such as blockchain, encryption algorithms and distributed storage has provided technical guarantees for data traceability and personal authorization, further strengthening consumers' sense of control over their own data rights and interests. On this basis, consumers have begun to act as important collaborators in the digital marketing ecosystem through means such as selective authorization and participation in data co-creation. If enterprises can establish an open and transparent data trust mechanism, they can not only enhance user stickiness, but also boost brand credibility. Consumers' active participation has turned the marketing relationship from one-way indoctrination to value co-creation. While respecting users' data sovereignty, enterprises should take ethical governance and social responsibility as the guide, build a new digital consumption ecosystem centered on trust, and realize a development pattern of long-term win-win cooperation.

4. Interactive Mechanisms Between Digital Marketing and Consumer Behavior

4.1 The Shift from Information Dissemination to Value Co-Creation

The advent of the digital era has transformed the logic of marketing from information-dominated to value co-creation. Traditional marketing is enterprise-centric, conveying brand information through one-way communication

with consumers in a passive receptive position. By contrast, digital marketing enables the co-construction of information and value through social media, community platforms and interactive content. In the consumption process, users become co-narrators of brand stories through the integration of UGC (User-Generated Content) and PGC (Professionally-Generated Content). For example, on social platforms, consumers participate in brand building by posting content, creating short videos and engaging in topic interactions, turning the enterprise's brand voice from a single tone into a multi-dimensional chorus. Through an open marketing ecosystem, enterprises absorb users' creativity and emotional feedback, forming a dynamic cycle of enterprise empowerment - user creation - brand resonance. This value co-creation mechanism enhances consumers' sense of participation and belonging, and also drives market competition to shift from a mere contest of product attributes to that of experience and emotional identification, further reshaping the interactive relationship between brands and consumers.

4.2 Algorithmic-Driven Behavioral Prediction and Relationship Maintenance

Algorithmic driving has become a pivotal mechanism for improving precision and efficiency in digital marketing. Through the combination of generative algorithms and machine learning models, enterprises can real-time track consumers' behavioral trajectories, capture emotional changes and potential demands, and achieve accurate prediction and dynamic response. For instance, intelligent retail platforms use data analysis to track users' browsing, collection and purchase paths, and then automatically adjust recommended content and pricing strategies, forming a closed-loop system of prediction - feedback - optimization. This algorithmic-driven marketing model not only improves the efficiency of consumer reach, but also reshapes the paradigm of customer relationship management. Enterprises can intervene in advance before consumers' demands

become explicit, and strengthen brand presence through personalized push notifications, membership benefits and interactive content, thus achieving sustained relationship maintenance. Data-driven behavioral prediction enables enterprises to shift from passive response to active guidance, moving relationship maintenance forward from the post-purchase phase to the front end of consumption decision-making, which significantly enhances customer stickiness and the capability of customer lifetime value management.

4.3 Brand Identification Shaping in the Digital Trust System

In a highly virtualized and information-fragmented business environment, trust has become the core link between brands and consumers. The transparency and authenticity of digital marketing directly affect consumers' sense of psychological security and brand loyalty. Enterprises need to establish a systematic digital trust system through compliant data management, information security assurance and authentic content development. The application of blockchain technology provides traceable technical support for brand credibility, ensuring the immutability of transactions and data records, thereby enhancing brand authority. At the same time, the formation of brand identification relies not only on product performance, but also on enterprises' fulfillment of social responsibilities and expression of cultural positions. When brands take a proactive stance on public welfare, environmental protection and social issues, consumers will establish in-depth identification at the value level. The digital trust system enables consumers to gain a sense of psychological security and emotional belonging in the virtual consumption environment, thus forming long-term preferences and loyalty in brand selection. This trust-based brand identification shaping is becoming a pivotal path for enterprises to build enduring competitive advantages in the era of digital competition.

5. Conclusion

The digital era has brought unprecedented opportunities and challenges to marketing. Technological advancements have driven the transformation of marketing models from experience-oriented to intelligent decision-making, while changes in consumer behavior have further forced enterprises to innovate their marketing concepts and communication pathways. Future marketing will no longer rely solely on data analysis and algorithmic recommendations, but will center on value co-creation and emotional connection to achieve the harmonious coexistence of humans and technology. Enterprises should strike a balance between technological innovation and ethical governance, and realize the dual growth of commercial value and social value by building an open, intelligent and trusted marketing ecosystem. The innovative direction of digital marketing should focus on the optimization of user experience and the integration of social responsibility, enabling marketing to truly become a bridge connecting enterprises with consumers, and technology with culture.

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