THE INFLUENCE OF NEW MEDIA ON CONSUMER PERCEPTION IN CHINA

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Abstract

This study aims to analyze the impact of new media on consumer perceptions. The sample group comprised 400 respondents from internet platforms in Shandong, China. At the statistical significance level of 0.05, descriptive statistics such as frequency, percentage, mean, and standard deviation were employed to analyze data, as were inferential statistics such as Independent Samples t.test, One-way ANOVA, LSD, and Multiple Linear Regression. The study's results found that demographic factors such as gender, age, and occupation, in addition to "educational background, impact consumer perceptions. The emergence of new media, represented by Internet opinion leaders, Self-media, and Brand experience, influenced consumer perceptions.

Keywords: New media, Consumer perception, Business Marketing Strategy

Introduction

According to the data of the 44th Statistical Report on China's Internet Development Status of the China Internet Network Information Center (CNNIC), as of June 2019, the number of Chinese netizens reached 854 million, the number of cell phone netizens reached 847 million, and the Internet penetration rate has reached 61.2%. With the rapid development and continuous popularization of the Internet and mobile communication technology, traditional media such as newspapers, magazines, radio, and television have gradually lost their former glamour and struggled. Some of them even find it difficult to survive. In contrast, the rapid development of new media, represented by WeChat, TikTok, and live broadcasting, has already occupied a major position in the market and plays a pivotal, and even indispensable, in people's lives. With the rapid development of information dissemination technology, the development of new media is exceptionally rapid, and they have changed the way of disseminating social letters, making the dissemination of information faster, more direct, and more open, and making people's communication and intercommunication more convenient and smooth. All this also heralds the advent of the new media era.

The arrival of the new media era has also significantly affected consumers, who have gradually transformed from bystanders to publishers, commentators, and disseminators of information. Furthermore, everyone can embrace their own media platforms and become a media point of view, passing and sharing information by building their social networks. The information explosion has become inevitable with the popularization of 5G technology. What kind of impact does the emergence and development of new media have on consumer perception? This question is not only a prerequisite for future enterprises to understand the market situation promptly, adjust their marketing strategies on time, and be ready to transform their thinking and meet challenges. It is also a focus of research within the marketing field for a long time. What exactly is the impact on consumer behavior in the new media environment, which is a hotspot worthy of attention?

Literature Review

Mandel et al. (2017) defined consumer perception as the sum of consumer behavior in acquiring goods and services. Consumer behavior encompasses not only the consumer's decision to purchase a good or service but also the decision-making process by which the consumer makes the final decision, so consumer behavior is dynamic and involves the interaction of perception, cognitive behavior, and environmental factors, as well as the process of transaction.

Smith (2017) pointed out that gender has a certain influence on the perception of new media. Generally speaking, males may be more inclined towards technology and gaming content, showing more interest in new technologies and applications. On the other hand, females may prioritize social and lifestyle content, exhibiting higher levels of engagement on social media platforms. Wilson (2019) states that Educational background impacts individuals' understanding and utilization of new media. Those with higher education tend to have better digital literacy, enabling them to grasp new media technologies and tools more effectively, resulting in broader and deeper perception and usage of new media.

The "live broadcasting +" era is in the smooth development stage. Li (2021) concluded through research that all industries have integrated live broadcasting technology, which solves people's daily life needs and improves the quality of life level. Especially under the new crown epidemic, webcasting has been fully utilized in marketing, entertainment, and other aspects. At the same time, the technology of live broadcasting and the regulatory framework will continue to promote the healthy and orderly development of all related industries

on the Internet. Compared with traditional media, webcasting has its uniqueness. Webcasting breaks through traditional media time and space limitations and enhances the contact and interaction between the media and the audience.

In the era of self-media, information is gradually developing towards a mode of information dissemination that is short in content and faster. Wei (2013) argues that self-media has a more personal style than the traditional official media, which is objective and rational. Compared with traditional media, self-media information with solid personal characteristics is more likely to be followed and form a circle of fans. In addition, the study discusses and analyzes the characteristics of video self-media and concludes that the information content it produces has a strong personal style, is more vertical, refined and other characteristics, and that it is a mature communication mechanism formed and operated by using Internet thinking and breaking through the operation mode of traditional media.

In his study, Bao (2017) suggests that brand experience can overcome spatial and temporal constraints and improve communication efficiency between companies and consumers. At the same time, user-generated content in online brand communities significantly impacts brand experience, which in turn significantly affects consumer attitudes toward brands.

This study will study the users of China's top 3 social media platforms, including Tencent, TikTok, and Baidu. The users' marketing perspective in New Media Representations will be explored. The 7P Marketing Strategy serves as the theoretical framework for research. The independent variable of this study is the demographic aspect of new media. The dependent variable is Consumer Perception. The conceptual framework is developed based on the theories and literature review.

Developing research hypotheses is a key aspect of this study and provides a structured framework for systematically testing the relationships between variables. These hypotheses aim to clearly express the expected impact of demographic factors and the emergence of new media on consumer perceptions.

H1 Demographic factors of new media consumers influence consumer perceptions.

H2 New media influences consumer perception.

Methodology

The population in this study will be people who used the top 3 social media platforms in China, including Tencent, TikTok, and Baidu. Tencent, TikTok, and Baidu are three of the largest Internet companies in China, and all three companies have the highest number of users among Chinese Internet companies. The product users of the three Internet companies were chosen firstly because of the broad audience of the three companies' products, which involves demographic factors such as all ages, genders, and educational levels; in addition, the three companies effectively represent the current situation of China's new media development, and conducting the research with the audiences of the three companies better reflects the level of consumers' perceptions. Lastly, the questionnaire was distributed and collected with less resistance due to the broad audience of the three companies.

The questionnaire for this paper was completed and designed concerning experts' opinions, printed out, and then distributed and collected from the top 3 social media platforms. The convenience sampling method will be used to collect data.

This study collected a sample from the top 3 social media platforms in Shandong Province, China. The entire sample was divided into groups according to specific characteristics or circumstances, and random sampling was conducted within each subgroup. Ultimately, out of 2086 individuals in the customer groups of the three enterprises in Shandong Province, China, 417 participants were selected using a stratified sampling method that eliminated incomplete and random completions, leaving 400 questionnaires as the finalized sample group for this study.

Results

The subjects of this study were conducted within the top 3 social media platforms in Shandong Province, China. Four hundred seventeen participants were selected using a stratified sampling method that eliminated incomplete and random completions, leaving 400 questionnaires as the finalized sample group for this study. Based on advanced statistical procedures, the data analysis of this study is primarily divided into two main categories: descriptive statistics and inferential statistics. The descriptive statistical data introduced in this chapter include absolute frequency, percentage frequency, basic mean, and standard deviation. Regarding inferential statistics, a wide range of statistical measures were applied based on hypothesis testing, including one-sample t-test, independent samples t-test, one-way ANOVA, and multiple linear regression analysis.

Research Finding (Descriptive Statistics)

Table 1 Frequency and Percent Frequency Classified by Demographic Factor

Gender	Frequency	percentage
Male	191	47.75
Female	209	52.25

total	400	100.00
age	**Frequency**	**percentage**
less than 25 years old	27	6.75
25 - 35 years old	136	34
36 - 46 years old	127	31.75
47-60 years old	89	22.25
61 years old or above	21	5.25
total	**400**	**100.00**
Education Background	**Frequency**	**percentage**
High school and lower	132	33
Bachelor's degree	196	49
Master's degree	54	13.5
Doctorate degree	18	4.5
total	**400**	**100.00**
Occupation	**Frequency**	**percentage**
Student	86	21.5
Corporate employee	175	43.75
Business owner	32	8
Public employee	51	12.75
Unemployed	56	14
total	**400**	**100.00**
Monthly income	**Frequency**	**percentage**
less than 5,000 yuan	189	47.25
5001-10,000 yuan	122	30.5
10,001-20,000 yuan	75	18.75
more than 20,001 yuan	14	3.5
total	**400**	**100.00**
Internet work experience	**Frequency**	**percentage**
Yes	174	43.5
No	226	56.5
total	**400**	**100.00**

Table 1 presents the demographic profile of the 400 participants in the study, classified by various factors such as gender, age, educational background, occupation, monthly income, and Internet work experience. The data reflect a diverse demographic with varying consumption behaviors, indicating that different population segments engage with new media platforms to varying extents.

Hypothesis Testing Result (Inferential Statistics)
4.2.1 Influence of demographic factors on the perception of new media

H0: μ1 = μ2

Ha: μ1 ≠ μ2 at last one Pair where i ≠j.

Independent Samples t-test is used for Gender and Relevant experience.

If H0 is supported, it means that this item does not affect consumers' perception of new media, and if Ha holds, it does.

Table 2 The Independent Samples t-test of Demographic Factors

	Gender	**N**	**Mean**	**S.D.**	**T-value**	**P-value**
Consumers' perception of new media	Male	191	3.96	0.748	8.21	0.004
	Female	209	4.07	0.721		
	Relevant experience in Internet companies	**N**	**Mean**	**S.D.**	**T-value**	**P-value**

yes	174	4.03	0.79	2.41	0.03
no	226	4.01	0.832		

Based on the results from the independent samples t-test in Table 2, it is observed that the average consumer perception rating of males is 3.96, with a standard deviation of 0.748. At the same time, females have an average rating of 4.07 with a standard deviation of 0.721. In the statistical test to determine whether there is a difference in perception of New Media between genders, the t-value is 8.21 with a p-value of 0.004. The original hypothesis was rejected as the p-value did not exceed the generally accepted significance level of 0.05. This implies that:

Gender is influencing new media consumer perception.

It is observed that the average consumer perception rating given by people with experience working on the Internet is 4.03, with a standard deviation of 0.79. In contrast, people without experience working on the Internet have an average rating of 4.01 with a standard deviation of 0.832. In the statistical test to determine whether there is a difference in perception of New Media between relevant experience in Internet companies, the t-value is found to be 2.41 with a p-value of 0.03. The original hypothesis was rejected as the p-value did not exceed the generally accepted significance level of 0.05. This implies that:

Relevant experience is influencing new media consumer perception.

Table 3 The One-Way ANOVA of Age

	age	N	Mean	S.D.	F	P-value
consumer perception	less than 25 years old	27	4.44	0.507		
	25 - 35 years old	136	4.21	0.366		
	36 - 46 years old	127	3.97	0.452	2.756	0.01
	47-60 years old	89	3.84	0.265		
	61 years old or above	21	3.31	0.408		

As shown in Table 3, the one-way ANOVA conducted to assess the impact of age on consumer perception reveals significant differences among age groups. This resulted in an F-value of 2.756 and a reported significance level effectively at 0.01 (which suggests a p-value of less than 0.05), leading to the rejection of the null hypothesis and indicating that not all age groups rate consumer perception similarly. The significant F-statistic implies that age is a factor that influences perceptions of brand performance.

Table 4 Multiple Comparisons of Age

(I) 2. Age	(J) 2. Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
less than 25 years old	25 - 35 years old	-.213861	.155055	.169	-.51866	.09094
	36 - 46 years old	-.811157*	.150825	.000	-1.10764	-.51467
	36 - 46 years old	-.342901*	.165267	.039	-.66777	-.01803
	≥ 61 years old	-.158305	.178722	.376	-.50963	.19302
25 - 35 years old	less than 25 years old	.213861	.155055	.169	-.09094	.51866
	36 - 46 years old	-.597296*	.081275	.000	-.75706	-.43753
	36 - 46 years old	-.129040	.105690	.223	-.33680	.07872
	≥ 61 years old	.055556	.125695	.659	-.19153	.30264
36 - 46 years old	less than 25 years old	.811157*	.150825	.000	.51467	1.10764
	25 - 35 years old	.597296*	.081275	.000	.43753	.75706
	47-60 years old	.468256*	.099381	.000	.27290	.66361
	≥ 61 years old	.652851	.1204	.00	.41610	.88960

		*	38	0	
47-60 years old	less than 25 years old	.342901*	.165267	.039	.01803	.66777
	25 - 35 years old	.129040	.105690	.223	-.07872	.33680
	36 - 46 years old	-.468256*	.099381	.000	-.66361	-.27290
	≥ 61 years old	.184595	.138094	.182	-.08686	.45605
≥ 61 years old	less than 25 years old	.158305	.178722	.376	-.19302	.50963
	25 - 35 years old	-.055556	.125695	.659	-.30264	.19153
	36 - 46 years old	-.652851*	.120438	.000	-.88960	-.41610
	47-60 years old	-.184595	.138094	.182	-.45605	.08686

*. The mean difference is significant at the 0.05 level.

Table 4 shows the mean and standard deviation of the perception of people at different ages. Concerning the multiple comparison analysis, the age group of less than 25 years old differs from those of 36 - 46 years old and those of 47-60. The differences among other groups can be analyzed in the same fashion. This implies that :

Age is influencing new media consumer perception.

Table 5 The One-Way ANOVA of Education

	Education Background	N	Mean	S.D.	F	P-value
Consumer perception	High school and lower	132	4.04	0.573	1.537	0.096
	Bachelor's degree	196	4.05	0.264		
	Master's degree	54	3.91	0.763		
	Doctorate degree	18	3.86	0.130		

As shown in Table 5, the one-way ANOVA conducted to assess the impact of Education Background on consumer perception reveals significant differences among Education Background groups. The resulting F-value of 1.537 and a reported significance level effectively at 0.096 (which suggests a p-value higher than 0.05) suggest insufficient evidence to reject the null hypothesis. This means that:

Educational Background is not influencing new media consumer perception

Table 6 The One-Way ANOVA of Occupation

	Occupation	N	Mean	S.D.	F	P-value
Consumer perception	Student	86	4.07	0.762	2.393	0.041
	Corporate employee	175	4.12	0.572		
	Business owner	32	4.11	0.588		
	Public employee	51	3.95	0.485		
	Unemployed	35	3.64	0.816		

As seen in Table 6, the one-way ANOVA conducted to assess the impact of occupation on consumer perception reveals significant differences among occupation groups. It results in an F-value of 2.393 and a reported significance level effectively at 0.041 (which suggests a p-value of less than 0.05), leading to the rejection of the null hypothesis, indicating that not all occupation groups rate consumer perception similarly. The significant F-statistic implies that occupation is a factor that influences perceptions of brand performance.

Table 7 Multiple Comparisons of Occupation

(I) 4. Occupation	(J) Occupation	4. Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
Corporate employee	Student	-.320409*	.106051	.003	-.52888	-.11194

	Public employee	-.815280*	.104809	.000	-1.02131	-.60925
	Business owner	-.345653*	.099217	.001	-.54069	-.15062
	Other	-.119872	.173123	.489	-.46019	.22044
Student	Corporate employee	.320409*	.106051	.003	.11194	.52888
	Public employee	-.494871*	.099992	.000	-.69143	-.29831
	Business owner	-.025244	.094114	.789	-.21025	.15976
	Other	.200538	.170250	.240	-.13413	.53520
Public employee	Corporate employee	.815280*	.104809	.000	.60925	1.02131
	Student	.494871*	.099992	.000	.29831	.69143
	Business owner	.469627*	.092713	.000	.28738	.65188
	Other	.695408*	.169479	.000	.36226	1.02856
Business owner	Corporate employee	.345653*	.099217	.001	.15062	.54069
	Student	.025244	.094114	.789	-.15976	.21025
	Public employee	-.469627*	.092713	.000	-.65188	-.28738
	Other	.225781	.166079	.175	-.10069	.55225
Other	Corporate employee	.119872	.173123	.489	-.22044	.46019
	Student	-.200538	.170250	.240	-.53520	.13413
	Public employee	-.695408*	.169479	.000	-1.02856	-.36226
	Business owner	-.225781	.166079	.175	-.55225	.10069

*. The mean difference is significant at the 0.05 level.

Table 7 shows the mean and standard deviation of the online Shopping Behavior of people in different occupations. Concerning the Corporate employee, it is different from all groups of occupations except other occupations. For the student, it differs from the Corporate employees and Public employees group. For the Public employee, it is different from all groups of occupation. As far as the business owner group is concerned, it differs from the corporate and public employees. The other occupation is different from the group of public employees.

This implies that:

Occupation is influencing new media consumer perception.

Table 8 The One-Way ANOVA of Monthly Income

	Monthly income	N	Mean	S.D.	F	P-value
consumer perception	less than 5,000 yuan	189	3.94	0.295		
	5001-10,000 yuan	122	4.08	0.762	2.493	0.011
	10,001-20,000 yuan	75	4.1	0.912		
	more than 20,001 yuan	14	4.21	0.200		

The one-way ANOVA conducted to assess the impact of Monthly income on consumer perception reveals significant differences among Monthly income groups. The resulting F-value of 2.493 and a reported significance level effectively at 0.011 (which suggests a p-value of less than 0.05) lead to the rejection of the null hypothesis, indicating that not all Monthly income groups rate consumer perception similarly. The significant F-statistic implies that Monthly income is a factor that influences perceptions of brand performance.

Table 9 Multiple Comparisons of Monthly Income

(I) 5. Monthly income	(J) 5. Monthly income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
less than 5,000 yuan	5001-10,000 yuan	-.196749*	.094312	.038	-.38214	-.01136
	10,001-20,000 yuan	-.702062*	.103261	.000	-.90504	-.49908
	more than 20,001 yuan	-.037838	.160560	.814	-.35345	.27778
5001-10,000 yuan	less than 5,000 yuan	.196749*	.094312	.038	.01136	.38214
	10,001-20,000 yuan	-.505313*	.080856	.000	-.66425	-.34637
	more than 20,001 yuan	.158911	.147154	.281	-.13035	.44817
10,001-20,000 yuan	less than 5,000 yuan	.702062*	.103261	.000	.49908	.90504
	5001-10,000 yuan	.505313*	.080856	.000	.34637	.66425
	more than 20,001 yuan	.664224*	.153044	.000	.36338	.96507
more than 20,001 yuan	less than 5,000 yuan	.037838	.160560	.814	-.27778	.35345
	5001-10,000 yuan	-.158911	.147154	.281	-.44817	.13035
	10,001-20,000 yuan	-.664224*	.153044	.000	-.96507	-.36338
*. The mean difference is significant at the 0.05 level.						

Table 9 shows the mean and standard deviation of the online Shopping Behavior of people with different incomes. For the income group less than 5,000 yuan, it is different from all groups of income except the group of income between more than 20,001 yuan. For the income group 5001-10,000 yuan, it is different from all groups of income except the group of income between more than 20,001 yuan. For the income group 10,001-20,000 yuan, it is different from all income groups. As far as the income group of more than 20,001 yuan is concerned, it differs from the income group between 10,001 and 20,000 yuan.

This implies that:

Monthly income is influencing new media consumer perception.

Influence of the New Media on Consumer Perception

Table 10 Multiple correlation coefficients of New Media factors affect Consumer Perception.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	0.584a	0.341	0.337	0.779

a: Predictors: (Constant), Internet opinion leader, Self-media, Brand experience

From Table 10, the analysis results show that New Media influences Consumer Perception with multiple correlations (R)=0.584. The ability to predict the analytical equation is 34% at the statistically significant level of 0.05.

H0: $\beta_i = 0$

Ha: $\beta_i \neq 0$ (i=1, 2, 3)

Multiple Linear Regression Analysis is applied to this study.

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$

Where Y = Consumer Perception

X_1 = Internet opinion leader

X_2 = Self-media

X_3 = Brand experience

Table 11 The Multiple Linear Regression Analysis of Internet opinion leader, Self-media, and Brand experience Influence on Consumer Perception

Model	Coefficienta	t	p-value

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std.Error	Beta		
(Constant)	1.731	0.241		7.27	0
Internet opinion leader	0.346	0.044	0.29	7.36	0
Self-media	0.473	0.049	0.36	9.96	0
Brand experience	0.502	0.047	0.4	10.46	0
Dependent Variable : Consumer Perception					

Equation:

$Y = 1.731 + 0.346X_1 + 0.473X_2 + 0.502X_3$

$\quad(0^*)\quad(0^*)\quad\quad(0^*)\quad\quad(0^*)$

FOR

Y= Consumer Perception

X_1=Internet opinion leader, X_2=Self-media, X_3=Brand experience

As shown in Table 4.28 and the Equation results, the multiple linear regression analysis results indicate a significant positive relationship between Internet opinion leaders, Self-media, and Brand experience focused on Consumer Perception. The model, which predicts Consumer Perception (Y) as a function of Internet opinion leader, Self-media, and Brand experience (X_i), reveals that the coefficient for " Internet opinion leader, Self-media and Brand experience" is 0.346, 0.473, and 0.502. The p-values were 0, strongly suggesting that the null hypothesis (H0: $\mu1 = \mu2 =\ldots\ldots=\mu i$) can be rejected in favor of the alternative (Hi: $\mu i \neq \mu j$). This statistical evidence suggests that the emergence of Internet opinion leaders, Self-media, and Brand experience is an essential indicator of the impact of consumer perceptions and that the development of new media can effectively influence consumer perceptions. In summary:

Internet opinion leader influences consumer perception.

Self-media influences consumer perception.

Brand experience influences consumer perception.

Discussion and Conclusion

The analysis results show that most demographic elements, such as gender, age, and educational experience, affect consumer perceptions. In particular, women have more positive perceptions of the products; with age decreasing, the more positive the perceptions of the new media products; company employees, business owners, and students have more positive perceptions of the new media products; the higher the income, the more positive the perceptions of the new media products; and those who have worked in an Internet business have more positive perceptions of the new media products.

From the analysis of the results, Internet opinion leaders, Self-media, and Brand experience have influenced consumer perception, and all of them are positive, which means that new media have influenced consumer perception and are positive. Hypothesis 2 is supported.

Comparative analysis of the findings of this paper with those of previous studies led to the following conclusions. In terms of demographic factors, the findings of this paper are generally consistent with the findings of existing studies, but there are some differences. In terms of gender, women prioritize social and lifestyle content and show higher engagement on social media platforms, and therefore have more positive perceptions of new media relative to men, consistent with the findings of this paper. This study is in line with the study by Smith (2017), which mentioned that gender influences customer perception. However, this study explained that women show higher engagement on social media platforms than men.

In terms of age, young people are usually more willing to explore new digital technologies and applications. They are more receptive to social media, video platforms, and similar content, so the emergence of new media has led to more positive perceptions of young people, consistent with the findings of this paper. In terms of educational background, there is a clear gap between the conclusions of this study and the content of existing studies, which have concluded that the higher the level of education, the higher the digital literacy, the more effectively they can master new media technologies and tools, and the more extensive and in-depth their cognition and use of new media. In contrast, in this study, since the educational background factor has not passed the test, it is impossible to show that the educational background can impact cognition. This result differs from the previous study by Wilson (2019), which stated that educational background influences the perception of social media users.

At the income level, this study concludes that the higher the income, the more positive the consumer perception will be, consistent with existing studies' results. In terms of relevant experience, those who work in new media-related industries perceive it more positively relative to others, which is consistent with existing research.

In terms of new media on consumer perception, this paper supplements related research by analyzing the impact of the emergence of new media on consumer perception from three aspects, including Internet opinion leader, Self-media, and Brand Experience. In terms of Internet opinion leaders and Self-media, there have been more studies, and scholars generally believe that the emergence of both will have a certain impact on consumer

perception. The forms and types of Internet opinion leaders are becoming increasingly diversified and specialized, which can promote consumers' cognition to a certain extent, thus facilitating consumers' decision-making. In the context of the rapid development of Internet marketing and the self-media industry, self-media with distinctive personal styles provide a platform for enterprises to effectively advertise to the potential consumers of the circle group, which also affects consumers' cognition. In addition to proving that both impact consumer perception, this paper also clarifies the positive relationship between the two factors and consumer perception, i.e., the emergence of Internet opinion leaders and Self-media can positively influence consumer perception. In terms of Brand experience, there are fewer existing studies. This paper defines the concept of Brand experience and argues that as one of the components of new media, the emergence of Brand experience can positively influence consumers.

Under the background of new media, enterprises can improve their marketing level through the following ways.

(1)Combining product types and innovating product marketing strategies

With the development and progress of Internet technology and new media platforms, consumers' product demand is also characterized by diversification. Therefore, when enterprises carry out product design work, they should focus on considering the personalized needs of consumer groups. Accompanied by the vigorous development of domestic information technology, which completely changed the product production cycle, enterprises need to keep pace with the development of the Internet era and carry out their product innovation and design. In the face of such a situation, enterprise product design, one can invite all customers to participate in product design so that not only can make customers have more expectations of the product, but the production of product satisfaction and demand will also be improved, through this marketing approach, but also help to increase customer loyalty. Customers directly involved in product design can be customer personalities and actual needs thoroughly reflected. In addition, enterprises also need to do a good job in the formal production of market research, combined with the final results of market research to carry out the optimization and adjustment of product design concepts, the overall customer demand into the product design process, to create unique, irreplaceable products.

(2) Enhance marketing services and broaden product marketing channels

Products and services are two important influencing factors of marketing, and the reason why the past Internet marketing can not be carried out thoroughly, traced back to the root, is due to the lack of face-to-face consolidation and exchange of the Internet marketing process, the customer in the purchase of the product can not feel the service attitude of the marketing staff, or the lack of service concepts of the marketing staff, and can not be in the marketing process to make the customer's satisfaction has improved. With the popularization of mobile Internet, enterprises should focus on more efficient Internet sales, improve the service consciousness of offline sales, online sales, and organic combination of offline sales, and jointly complete the product marketing task. The popularization of the mobile Internet has promoted overall social media technology development. In addition to many users of the new media platform, the independent marketing website is also an essential link for Internet marketing. The publicity speed of the new media platform is fast, with a wide range of dissemination, but with certain spatial limitations, unable to complete the product transaction, but also unable to enhance the customer's trust in the product; independent product sales website, although it does not have a large number of users, but can be used as a platform for the online transaction of the intention of the customer, so the enterprise can be attracted by new media platforms to the intention of the customer into the independent website to complete the transaction to enhance the credibility of the online transaction and satisfaction, and to enhance the customer's trust in the online transaction.

(3) Highlight product characteristics and establish a good brand image

Under the Internet background, consumers have a wider choice of products in the Internet market, including the domestic and international markets. Therefore, when domestic enterprises carry out marketing activities, they should focus on a more long-term place, highlight their product characteristics, and enrich the product type to meet the needs of domestic and foreign users. In order to achieve this goal, consumers in the Internet technology support can need the characteristics of the goods and requirements for a simple description, focusing on describing the main functions of the goods, product quality, and other aspects of the enterprise combined with the description of consumer goods on consumer demand for a clear, to find the existing products and services to carry out personalized optimization and upgrading, to better adapt to and meet the consumer's various consumer needs. In order to maintain an advantage in international competition, in addition to improving the product service force to carry out the work, setting up a good brand image is also an essential key link. A good brand image with high-quality products contributes to the enterprise as a whole as well as the enterprise product visibility significantly increased to help enterprises to more clearly and explicitly grasp the culture of marketing as well as the characteristics of the product marketing through the product marketing strategy optimization and upgrade, so that consumers of the enterprise products, the product marketing strategy. In short, good marketing tools need to be built based on high-quality products, and the best product that meets consumer demand is the best. Hence, companies must improve their product service force and continuously strive to produce products close to consumer demand.

Moreover, setting up a brand image is a necessary means of marketing. Only through the smooth establishment of the corporate brand can one make the enterprise a long-term, stable development link. It can also be said that the establishment of a brand image is a once-and-for-all means of marketing, which can be for

the future of the product marketing link to provide a constant flow of power for all consumers to provide more quality products and services so that consumers in the enterprise products and product services Under the premise of extreme trust in the enterprise products and product services, product pre-purchase, online shopping.

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