

The Intervention Path for Impulse Consumption from Identifying Psychological Pain Points to Personalized Marketing

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Abstract

In the current context of a booming and highly competitive consumer market, the phenomenon of impulsive consumption has become increasingly common, bringing numerous impacts to both consumers and enterprises. This article focuses on the intervention path of impulse consumption from the identification of psychological pain points to personalized marketing. First, analyze the types and formation mechanisms of psychological pain points in impulse consumption, and expound the methods for identifying psychological pain points; Then, explore the construction of personalized marketing strategies based on the identification of psychological pain points; Then analyze the intervention process and effect evaluation of personalized marketing on impulse consumption; Finally, suggestions for optimizing this intervention path are put forward, aiming to provide theoretical basis and practical guidance for enterprises to effectively guide consumers to consume rationally and enhance marketing effectiveness.

Keywords: Identification of psychological pain points; Personalized marketing; Impulse buying; Intervention path.

1. Introduction

With the rapid economic development and the increasingly complex consumption environment, impulse consumption has become a phenomenon that cannot be ignored in the consumer market ^[1]. Impulse buying refers to the purchasing decision made by consumers without prior planning and upon immediate stimulation. In today's consumer society, various marketing methods keep emerging, such as time-limited discounts, limited-edition products, and social media advertisements. These stimulating factors constantly trigger consumers' purchasing desires, making impulse buying a common consumption behavior. Under the stimulation of various factors, consumers often make unplanned purchasing decisions, which not only may lead to unstable personal financial situations but also bring new challenges and opportunities to enterprise marketing. If enterprises can accurately identify the psychological pain points of consumers and make reasonable interventions through personalized marketing, they can not only meet the potential needs of consumers but also enhance their own marketing efficiency. Therefore, studying the intervention path of impulse consumption from the identification of psychological pain points to personalized marketing has significant theoretical and practical significance.

2. Literature Review

2.1 Research Related to Impulse Consumption

Impulse buying was first defined by Rook ^[2] as "a sudden, spontaneous, unplanned purchase behavior accompanied by a strong emotional response." Since then, scholars have further refined and expanded the definition of impulse consumption. For instance, Weun et al. ^[3] holds that impulse consumption is a behavior lacking in careful consideration during the purchase decision-making process. Consumers usually make purchase decisions within a short period of time and may experience emotions such as regret after the purchase.

Impulse consumption has the following characteristics: immediacy, that is, consumers make purchase decisions immediately after being stimulated; Emotion-driven, impulse consumption is often triggered by consumers' emotional states, such as excitement, pleasure, anxiety, etc. Lack of planning, consumers do not have clear purchasing goals and budgets before making a purchase. Post-event reflection: After a purchase, consumers may reflect on their own behavior and assess the necessity and rationality of the purchase ^[4].

Impulse consumption is influenced by multiple factors, which can mainly be divided into two categories: environmental factors and personal factors. In terms of environmental factors, the layout and atmosphere of a store have a significant

impact on impulse buying. For instance, bright lighting, soothing music and pleasant scents can create a comfortable shopping environment, increasing consumers' stay time and purchasing desire ^[5]. Promotional activities are also an important means to stimulate impulse consumption, such as time-limited discounts, full-reduction offers, and free gifts. In addition, the display method of goods can also influence consumers' purchasing decisions. Placing popular or high-profit goods in prominent positions can attract consumers' attention and promote impulse buying ^[6]. In terms of personal factors, consumers' personality traits, emotional states, and consumption motivations, among other personal factors, can also influence the occurrence of impulsive consumption. Positive emotional states, such as happiness and excitement, can increase consumers' tendency to make impulsive purchases, while negative emotional states, such as anxiety and depression, may also lead consumers to relieve their emotions through shopping ^[7]. In addition, consumers' consumption motives, such as the pursuit of fashion and the satisfaction of social needs, will also prompt them to make impulsive purchases.

2.2 Research on Psychological Pain Point Identification

Psychological pain points refer to the troubles, dissatisfaction or worries that consumers encounter in their daily life and consumption process. At present, the identification of psychological pain points is gradually receiving attention in the field of marketing. Relevant research mainly focuses on how to explore consumers' psychological pain points through market research, data analysis and other methods to better meet consumers' needs. For instance, through in-depth interviews and focus group discussions, one can understand consumers' dissatisfaction with existing products or services, thereby identifying potential psychological pain points.

2.3 Personalized Marketing Research

Personalized marketing is a marketing approach that provides customized products or services based on the individual characteristics and needs of consumers. With the development of technologies such as big data and artificial intelligence, personalized marketing can be implemented more precisely, which can effectively enhance consumers' satisfaction and loyalty. However, at present, there are relatively few studies on how to combine the identification of psychological pain points with personalized marketing to intervene in impulse consumption.

3. Types and Formation Mechanisms of Psychological Pain Points in Impulse Consumption

3.1 Types of Psychological Pain Points

On the emotional level, consumers may, due to feelings such as loneliness and anxiety, be prone to impulsive purchases when goods can provide emotional comfort or meet the need for emotional expression, such as buying plush toys or emotional books to relieve loneliness or seek resonance. In terms of self-identity, consumers hope to shape and strengthen their self-identity through consumption, showcase their personality, values and social status, and purchase unique designs or products with brand symbolic significance to meet their needs. For instance, young people are keen on buying trendy brands to demonstrate their fashion attitude and personality. In terms of convenience in daily life, when consumers encounter inconveniences such as cumbersome household chores in their daily lives, they may purchase products that can solve problems without thorough consideration. For instance, the popularity of sweeping robots reflects consumers' demand to reduce the burden of household chores. In terms of health and safety, consumers have become more concerned about their own health and safety. When facing health threats or potential safety hazards, they purchase health products, safety protection equipment and other goods to meet their psychological needs.

3.2 Mechanism of Psychological Pain Point Formation

The social and cultural background shapes consumers' values and consumption concepts. In a society where consumerism prevails, material enjoyment is overly emphasized, making consumers more susceptible to material temptations. For instance, the luxurious lifestyle displayed on social media makes them yearn for high-quality goods, thereby creating psychological pain points. Personal growth experiences and life events can also influence the formation of psychological pain points. For instance, people who have lost items have a stronger desire to purchase anti-theft products, and those who have had health problems pay more attention to health-related products and services. The media spreads consumer information and shapes consumption trends through advertisements and marketing activities, stimulating consumers' desires to create psychological pain points. For instance, cosmetics advertisements promoting the concept of "perfect skin" can make consumers dissatisfied with their own skin and thus impulsively purchase related products.

4. Methods for Identifying Psychological Pain Points

4.1 Market Research Method

Design a detailed questionnaire covering consumers' consumption habits, psychological needs, and views on different products, etc. By distributing questionnaires on a large scale to collect data and applying statistical analysis methods, the psychological pain points of consumers are identified. For instance, questions about consumers' dissatisfaction with the functions of existing products can be set up to understand their pain points in terms of convenience in life.

Conduct in-depth face-to-face interviews with consumers to understand their genuine feelings and potential needs during the consumption process. Interviews can be conducted in a structured or unstructured manner, flexibly adjusted according to the research purpose. Through interviews, one can obtain the innermost thoughts and emotions of consumers and discover hidden psychological pain points.

4.2 Data Analysis Method

By analyzing consumers' purchase records, browsing history and other data, we can understand their purchase preferences, consumption frequency and other information. By using data mining technology, we can discover consumers' consumption patterns and potential demands, and thereby infer their possible psychological pain points. For instance, if a consumer frequently purchases a certain type of goods, it may imply that there is an unmet need in that field.

Consumers share their lives, consumption experiences, etc. on social media. Through the analysis of these data, we can understand consumers' emotional states, consumption demands, etc. By applying natural language processing technology, sentiment analysis and topic extraction are conducted on social media texts to identify consumers' psychological pain points and concerns.

5. Construction of Personalized Marketing Strategies Based on the Identification of Psychological Pain Points

5.1 Accurately Target the Consumers

Based on the results of identifying psychological pain points, consumers are segmented to determine the target consumer groups with similar psychological pain points. For instance, consumers who are concerned about health and wellness can be classified into one category, and personalized marketing activities can be carried out for this group. Through precise positioning, the utilization efficiency of marketing resources can be improved and the marketing effect can be enhanced.

5.2 Customize Personalized Marketing Content

Based on consumers' psychological pain points, recommend products that can solve the corresponding problems to them. For consumers who care about the convenience of life, smart home products are recommended. For consumers who pay attention to health and safety, organic food and fitness equipment are recommended. When recommending products, it is necessary to highlight their features and advantages, and emphasize that they can meet consumers' psychological needs.

Write targeted marketing copy that highlights the product's ability to address consumers' psychological pain points. Take the pain point of emotional deficiency as an example. Copywriting can emphasize the emotional experiences such as warmth and companionship that the product can bring. For the pain points of self-identity, copywriting can highlight the unique design and brand culture of the product, helping consumers shape their self-image.

Design personalized marketing activities, such as exclusive discounts, member privileges, and customized services, to attract consumers' participation. Design marketing activities that meet the psychological needs of different target consumer groups. For instance, designing fashionable and trendy offline activities for young consumers and providing health lectures and experience activities for middle-aged and elderly consumers.

5.3 Select Appropriate Marketing Channels

Select appropriate marketing channels for information dissemination based on the characteristics and preferences of the target consumers. For instance, for the young consumer group, social media platforms such as wechat, Weibo and Douyin can be chosen for marketing. For middle-aged and elderly consumers, promotion can be carried out through channels such as TV commercials and offline stores. At the same time, it is necessary to integrate multiple marketing channels to form a comprehensive marketing network and enhance the coverage and dissemination effect of marketing information.

6. The Intervention Process and Effect Evaluation of Personalized Marketing on Impulse Consumption

6.1 Intervention Process

Through personalized marketing methods, such as precise advertising placement and unique marketing activities, attract consumers' attention and make them focus on products that can solve their psychological pain points. For instance, on social media, personalized advertising content can be pushed based on the interests and hobbies of target consumers to increase the click-through rate and attention of the advertisements. On the basis of attracting consumers' attention, further stimulate their interest in the product through detailed product introductions, vivid marketing content, etc., and make them have the desire to learn more. The functions and advantages of the product can be demonstrated through video demonstrations, user reviews and other means to enhance consumers' purchasing confidence. Emphasize the advantages and benefits of the product in addressing consumers' psychological pain points to stimulate their purchasing desire. For instance, for consumers who are concerned about health and safety, highlight the environmental friendliness and pollution-free features of the product, allowing them to feel that the product can provide a guarantee for their health. Provide convenient purchasing channels and promotional activities to prompt consumers to make purchasing decisions and transform impulsive desires into actual purchasing behaviors. For instance, services such as online payment and express delivery are provided, while time-limited discounts and full-reduction offers are launched to stimulate consumers' purchasing desire.

6.2 Effect Evaluation

By analyzing the sales data before and after personalized marketing activities, such as sales revenue, sales volume, and average transaction value, the promoting effect of marketing activities on impulse consumption is evaluated. If sales revenue and volume increase significantly after marketing activities, it indicates that personalized marketing has played a positive role in intervening in impulse consumption. Collect consumers' feedback to understand their satisfaction with personalized marketing activities, evaluations of products, etc. Consumer feedback information can be obtained through methods such as questionnaires, online comments, and customer service feedback. Based on consumers' feedback, marketing strategies should be adjusted in a timely manner to enhance marketing effectiveness. Evaluate the impact of personalized marketing activities on brand image. Good personalized marketing should be able to enhance the brand's reputation and loyalty, and strengthen the brand's status in the minds of consumers. Through market research and brand monitoring, understand the changes in consumers' perception and attitude towards the brand, and evaluate whether the brand image has been enhanced.

7. Suggestions for Optimizing the Intervention Path of Impulse Consumption

7.1 Strengthen Data Security and Privacy Protection

In the process of identifying psychological pain points and personalized marketing, a large amount of consumers' personal information is involved. Enterprises should enhance data security management, adopt measures such as encryption technology and access control to protect consumers' privacy and avoid risks brought about by information leakage. At the same time, it is necessary to abide by relevant laws and regulations and collect and use consumer information in a legal and compliant manner.

7.2 Continuously Optimize the Methods for Identifying Psychological Pain Points

As consumer demands and market environments change, psychological pain points will also continue to evolve. Enterprises should continuously pay attention to market dynamics, constantly optimize the methods for identifying psychological pain points, and improve the accuracy and timeliness of identification. For instance, by integrating emerging technological means such as artificial intelligence and big data analysis, we can deeply explore the potential psychological pain points of consumers.

7.3 Emphasize the Ethics and Social Responsibility of Marketing

Personalized marketing should follow ethical and moral norms to avoid excessive marketing and misleading consumers. Enterprises should assume corresponding social responsibilities and guide consumers to make rational purchases. In marketing activities, it is necessary to provide true and accurate product information, not exaggerate the efficacy and advantages of the products, and respect consumers' right to know and choose.

7.4 Strengthen Cross-departmental Collaboration

The identification of psychological pain points and personalized marketing require the collaborative efforts of multiple departments, such as the market research department, Marketing Department, and data analysis department. Enterprises should enhance communication and collaboration among departments, establish an effective information sharing mechanism, ensure smooth connection at all links, and improve the implementation efficiency of impulse consumption intervention paths.

8. Conclusion

This article conducts an in-depth study on the intervention path of impulse consumption from the identification of psychological pain points to personalized marketing. By analyzing the types and formation mechanisms of psychological pain points in impulse consumption, the methods for identifying psychological pain points were explored. A personalized marketing strategy based on the identification of psychological pain points was constructed, and the intervention process and effect evaluation of personalized marketing on impulse consumption were studied. Research has found that accurately identifying consumers' psychological pain points and implementing personalized marketing strategies can effectively intervene in impulse consumption and enhance marketing effectiveness. Meanwhile, to optimize this intervention path, enterprises should enhance data security and privacy protection, continuously improve methods for identifying psychological pain points, pay attention to the ethics and social responsibility of marketing, and strengthen cross-departmental collaboration. Future research can further delve into the specific application of identifying psychological pain points and personalized marketing in different industries and consumer groups, as well as how to better balance the marketing interests of enterprises and the rational consumption demands of consumers.

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