

# **The cyber marketing strategy for enterprises based on the consumption cultures in information economy**

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## **Abstract**

The developing of Internet brings us a new kind of consumption culture, which is quite different from the one in the past . Today consumers are playing the main roles in the markets. Compared with traditional buying habits, consumption psychology now shows some new characteristics .With the information economy times coming, enterprises have to adjust their marketing strategy to adapt to these changes. In the beginning, this paper analyzes the newly formed characteristics of consumption under the information economy and the effects on enterprises, then the author tries to find ways in enterprises' adjusting the marketing strategy .The main contents of this article are as follows:

Information economy impacts consumer's traditional shopping psychology and behavior. What people want is individual product and its extending part, such as its culture. Buyers today pay more attention to public society , demand continuous development lives and tend towards "green consumption". Consumers not only take the initiative in purchasing goods ,but also participate in the products' designing, which couldn't imagined decades ago . Another phenomena is many people on one hand want to buy things through Internet to save time and energy, on the other hand they hope to have fun shopping with others in stores. In this paper , the author analyzes more characteristics of buyers' psychology and behavior in information economy.

How to satisfy the consumers' value views today? Cyber marketing is a key to help company to achieve their object. First , a rational cyber marketing model is needed. Then an enterprise should establish the strategy of cyber marketing. This paper offers 5 marketing models which match different uses, gives relative instances to support the views. Model 1 emphasizes the importance of a corporation maintaining relationship with customers. Model 2 focuses on stimulating people's buying intention. Reducing the cost is essential to every company, which mentioned by model 3. The purpose of model 4 is to attract the public to join the team. Model 5 tries to help the enterprise to obtain consumers' loyalty and satisfaction.

In this article, the author also gives statements about the cyber marketing strategy combination. As the Internet makes the buyers and sellers become closer than ever before, strategy combination mode can be described as 4C's theory which stands for Consumer's needs and wants, Cost to satisfy wants and needs , Convenience and Communication. Of course the 4C's theory does not mean to replace the traditional 4P's theory. In fact, by means of acquiring customers' individual 4C's requirement, sellers are able to develop the 4P's strategy of obtaining the best profits. Details about the strategy's development can be read in the final part of the paper.

**Key Words**

cyber marketing    consumption culture    strategy    information economy