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Survey and Analysis Marketing Strategy of Telecommunications Users Based on Psychological and Behavioral Factors in Heilongjiang Unicom Case

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Abstract: Consumer psychology and behavioral factors on consumer behavior has important implications, this study from the telecommunications user's psychological and behavioral factors departure studied telecommunications users of its psychological and behavioral factors that influence consumer behavior relationship and thus which gives the telecom industry marketing strategies. Studies that the consumer psychology and behavioral factors such as income, occupation, brand recognition and consumer consumption patterns, etc., the impact of consumer willingness relationship. In this study, the development of the telecommunications industry marketing strategy has certain guiding significance.

Key words: Telecommunications industry, customers, marketing strategies, psychological and behavioral

INTRODUCTION

In 1960, the American Marketing Association (AMA) New to the service definition for "for sale or be sold together with the product activity, benefit or satisfaction" (Shiwei, 2010). Cornerstone of marketing as a service "service" concept, marketing scholars generally distinguish tangible physical products from the perspective of research and define. Such as the service is defined as "the other party supply imperceptibility transfer of ownership does not result in any activity or interest" (Kotler and Hao, 2003). *Jackson* proposed to establish different customers with different relationships. *Sai Pier* emphasized the relationship marketing is a service marketers should master the skill. *Xiao Stark*, represented by marketing scholars study the service system design have made important contributions. *Bowen* and *Zhong Sili* with transaction cost theory to study the circumstances in which customers are willing to participate in the service production process problems (Xuejunm, 2006). In 1985, Solomon, who wrote "dual interactive role theory Overview: Service encounter" a text. Stated the service encounters a critical part of that service providers and two-way interaction between the customer directly related to customer service for an overall satisfaction (Kotler, 2001). Understanding of consumer behavior on the formulation of marketing strategy has a positive effect (Kotler, 2000). Reality can be based on consumer behavior analysis to develop marketing strategies. Consumer psychology and behavioral factors including consumer's gender, age,

consumer attitudes, consumption habits and methods. Performance fee psychological and behavioral factors on the role and influence of marketing research at home and abroad has been the focus of attention (Ndubisi, 2012). When the market is a typical service market, with regard to telecommunications users analyze psychological and behavioral factors, little research marketing strategy, the current user survey in Heilongjiang Unicom Case studies also lacking. This article from the telecommunications user's psychological and behavioral factors departure studied telecommunications users of its psychological and behavioral factors that influence consumer behavior relationship, which in turn gives the telecom industry marketing strategies.

TELECOMMUNICATIONS USERS PSYCHOLOGICAL AND BEHAVIORAL FACTORS

Factors research: Telecom user's psychological and behavioral factors, including age, gender, occupation, income, consumer attitudes and product awareness and brand relationships.

Consumer attitudes: Refers to the user for different telecom brand attitude, attitude possible through both positive and negative dimensions to measure.

Consumption patterns: Refers to the grade level of consumer spending, specifically the amount of monthly consumption, the use of package price level and so on.

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Consumers' willingness to consume the future: The future of telecommunications users to prepare consumer consumption patterns.

Brand awareness: Consumer brand awareness and brand image recognition level.

Brand relationship: consumer brand satisfaction, brand trust and emotion. Such as call quality, service satisfaction.

Hypothesis: Previous related research indicates that consumer psychology and behavioral characteristics factors on consumer behavior has a significant impact (Weiner, 2000; Manickama and Srirama, 2013). As consumer purchasing decisions, the choice is to buy men rapid decision-making, rational, attention to product quality and functionality; while women, according to the emotional involvement with more measured, more emphasis on product appearance, more patient choice merchandise. Men in the consumer very focused self-esteem. Especially in front of the opposite sex, often seem generous, to engage in price is not very concerned, afraid of being stingy, while women will have to shop around. So there is no reason to propose the following hypothesis 1.

- **H1:** Assuming gender on consumer consumption patterns have a significant impact

Occupation on consumer behavior has a certain impact. A person's occupation will affect its consumption, such as blue-collar workers in the unit are usually eating lunch boxes and the corporate CEO may apply for a club or upscale catering business membership card spending. It is reasonable to propose the following hypothesis 2.

- **H2:** Supposing career on consumer consumption patterns have a significant impact

Income on consumer behavior has a certain impact. Personal income is the basis of consumer spending, consumer spending on telecommunications has an important impact on decision-making. Different income earners for telecommunication products, consumer needs vary greatly, not only in size and frequency of consumption spending, but also the performance of present consumption over the course of many details, such as grades, VIP service, billing inquiries, etc., are likely to significantly differences. It is reasonable to propose the following hypothesis 3.

- **H3:** Assuming income on consumer consumption patterns have a significant impact

In the modern marketing concept, marketers must seek to understand the consumers and the relevant personnel on product, brand and corporate attitude. Marketing staff in the practice of marketing research and gradually formed a number of measurements in attitudes of specific methods and techniques. Therefore, reasonable to assume that consumer attitudes determine the consumption patterns. Therefore propose the following hypothesis 4.

- **H4:** Assuming consumer attitudes will be the future consumer spending will have a significant impact

Relevant research results show that the brand awareness (including brand awareness and brand image) directly affect the consumer's current consumer behavior, brand relationships (including brand satisfaction, brand trust and emotional) influence consumers' future consumer behavior. Therefore propose the following hypothesis 5, 6.

- **H5:** Assuming brand awareness (including brand awareness and brand image) significantly affect consumers' current consumption patterns Telecom
- **H6:** Assuming brand relationship (including brand satisfaction, brand trust and emotional) significantly affect the future of telecommunications consumer willingness to consume

Scale design and survey: Based on previous studies of mature scales, on this basis, this study has been improved, the design of consumer attitudes, consumption patterns, consumer willingness of future consumption, brand awareness, brand relations scales. And designed a questionnaire, were investigated.

RESULTS AND ANALYSIS OF SURVEY DATA

The survey questionnaires were issued 200 copies, 175 questionnaires were collected, of which 160 valid questionnaires. Analysis software SPSS using the data collected for analysis.

From the above it can be seen in Table 1, the significance level 0.01, the telecommunications users exist between gender and consumption patterns was significantly associated, which validates the hypothesis 1, Assumption H1 holds.

From the above it can be seen in Table 2, telecommunications occupations and consumption patterns between users there is no significant correlation,

Table 1: Correlation between gender and consumption patterns

Correlations

Parameters	Gender	Consumption patterns
Gender		
Pearson correlation	1	0.549**
Sig. (2-tailed)		0.000
N	160	160
Consumption patterns		
Pearson correlation	0.549**	1
Sig. (2-tailed)	0.000	
N	160	160

**: Correlation is significant at the 0.01 level (2-tailed)

Table 2: Correlation between occupational and consumption patterns

Correlations

Parameters	Occupational	Consumption patterns
Occupational		
Pearson correlation	1	0.110
Sig. (2-tailed)		0.008
N	160	160
Consumption patterns		
Pearson correlation	0.110	1
Sig. (2-tailed)	0.000	
N	160	160

Table 3: Correlation between income and consumption patterns

Correlations

Parameters	Income	Consumption patterns
Income		
Pearson correlation	1	0.956**
Sig. (2-tailed)		0.000
N	160	160
Consumption patterns		
Pearson correlation	0.956**	1
Sig. (2-tailed)	0.000	
N	160	160

**: Correlation is significant at the 0.01 level (2-tailed)

Table 4: Correlation between consumer attitudes and future consumption will

Correlations

Parameters	Consumer attitudes	Future consumption will
Consumer attitudes		
Pearson correlation	1	0.770**
Sig. (2-tailed)		0.000
N	160	160
Future consumption will		
Pearson correlation	0.770**	1
Sig. (2-tailed)	0.000	
N	160	160

**: Correlation is significant at the 0.01 level (2-tailed)

Table 5: Correlation between brand awareness and consumption patterns

Correlations

Parameters	Brand awareness	Consumption patterns
Brand awareness		
Pearson correlation	1	0.934**
Sig. (2-tailed)		0.000
N	160	160
Consumption patterns		
Pearson correlation	0.934**	1
Sig. (2-tailed)	0.000	
N	160	160

**: Correlation is significant at the 0.01 level (2-tailed)

Table 6: Correlation between brand relationship and the future consumer willingness

Correlations

Parameters	Brand relationship	Future consumer willingness
Brand relationship		
Pearson correlation	1	0.944**
Sig. (2-tailed)		0.000
N	160	160
Future consumer willingness		
Pearson correlation	0.944**	1
Sig. (2-tailed)	0.000	
N	160	160

**: Correlation is significant at the 0.01 level (2-tailed)

which validates the assumption 2 does not hold, Assumption 2 holds. Telecommunications users occupation on consumption patterns had no significant effect.

From the above it can be seen in Table 3, Income and consumption pattern between telecommunications users was significantly related to the significance level 0.01, which validates the hypothesis 3. Hypothesis 3 holds.

From the above it can be seen in Table 4, consumer attitudes and future consumption were significantly correlated between the way, the significance level 0.01, which validates the hypothesis 4. Hypothesis 4 holds.

From the above it can be seen in Table 5, brand awareness and consumption there is a significant correlation between, the significance level 0.01, which validates the hypothesis 5. Assumption 5 holds.

From the above it can be seen in Table 6, the brand relationship and future consumer willingness significant correlation exists between, the significance level 0.01, which validates the hypothesis 6. Hypothesis 6 holds.

CONCLUSION

The content and conclusions of the above study, the revelation of the marketing strategy formulation is as follows:

- Emphasis on gender differences in consumers, consumers of different genders to take a different marketing programs. Specifically for the consumer population is divided into male and female, companies have chosen the male market, the female market or neutral market as a target market and thus expand the differences between men and women based on the expanded marketing perspective. Mobile phones, credit cards, computers, beverages, TV channels have a gender attributes. Can launch "female phone card" in the telecommunications services markets. To the market launch of the product should be considered a man or woman exclusive features exclusive

- Emphasis on consumers' incomes, different income consumers adopt different marketing programs. Specifically emphasis on the role of marketing in personal income. Personal income indicator is forecasting a personal spending power, future consumer buying trends and evaluate an important indicator of the economic situation. For different income groups in different packages to promote business, improve business volume and success rate

- Emphasis on consumer attitudes, different consumers adopt different marketing programs. Specifically emphasis on consumer attitudes. Consumer attitudes is the consumer objects, properties and interests emotional reactions that consumers of a commodity, brand, or company through learning and have a consistent preference or dislike response tendencies. Should use surveys and electronic data, such as customer relationship management and analysis software to grasp the consumer's attitude to adopt different marketing programs

- Emphasis on consumer consumption patterns analysis, analysis of consumer consumption patterns to take a different marketing programs. Specifically emphasis on consumption analysis and investigation. In a certain socio-economic conditions, consumer spending data combined with the way that consumption patterns, including consumers in what capacity, what form, what methods to use consumer spending data, in order to meet their needs. Consumption mode and more abundant species, there are ways according to different consumer targeted for marketing

- To develop and establish a good brand image and to take measures to narrow the distance between the consumer. Parker et al, "brand produced in the marketers on the concept of brand management, brand image is a brand management approach." Means universally accepted by consumers brand to bring consumers a certain psychological experience of self-worth, is to allow consumers to have a strong

psychological resonance of a brand identity, brand image can help consumers establish a good brand awareness

- To establish a good brand and customer relationship between, take measures to strive to increase customer satisfaction. Brand Research is currently a hot topic in marketing discipline areas, however, the theoretical study of the brand is still in its early stages because of our brand academic development of the theory of the Western frontier brand awareness unclear. In fact, the official marketing and brand understanding of the relationship is not clear, resulting in the actual work of cognitive differences. Brand relationship building is essential for long-term development, such as in telecommunications officials push marketing experience economy is an important way to build brand relationships

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