

The Practice and Development of Consumer Psychology Principles in Brand Marketing Strategies: A Case Study Based on Stanley and Lululemon

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Abstract:

Under the background of the Internet economy, people's consumer orientation and behavior have begun to change, and how to develop an effective marketing strategy has become a hot issue of concern to the brand. This paper explores the role of consumer psychology principles in brand marketing from the psychology perspective. This paper will mainly use the combination of theory and literature review and practical case study research method by analyzing the recent hot trend Stanley insulation cup and Lululemon and other brand examples to dismantle the psychological principles and the corresponding marketing steps. Based on this, we propose some development suggestions on how brands can use more effective marketing. For consumers, whether a brand can trigger followership and herd consumption, effective emotional marketing based on the same values is a key step in stimulating the consumption behavior of potential user groups and subsequently strengthening consumer adhesion.

Keywords: Consumer psychology; Brand marketing; Consumer behavior.

1. Introduction

The practice and development of consumer psychology principles in brand marketing have been highly valued. With the rapid development of the Internet and the rise of the Internet economy, consumer demand and behavioral patterns have also undergone great changes. In the process of consumption, consumers not only pay attention to the value of the product itself but also pay more and more attention to the experience of the purchase service that goes hand in hand with the purchase behavior [1]. Brand marketing strategies must be constantly innovated to adapt to new changes in the market environment and enhance brand awareness and user loyalty. However, there is still a lack of research on how brands can use the Internet to manipulate consumers' emotions and psychological principles to achieve their marketing goals. Analyzing consumer psychology in brand culture development, product design, target group targeting, and consumers' emotional values, values, and cognitive behaviors can help brands better formulate their marketing strategies and improve their results. The principle of consumer psychology is important to understand and influence the consumption motivation of potential customers, and it is of great significance for brands and consumers to make two-way choices and develop successful marketing strategies. This study will be

based on a combination of literature review and empirical analysis through the interpretation of the psychological principles that influence consumer behavior and practical case studies based on Lululemon and Stanley to explore, for example, the blind followers' behavior triggered by celebrity endorsement, etc., to dismantle the application of marketing strategies and consumer psychology principles in brand marketing. This paper will first describe the basic principles and concepts of consumer psychology, then take Stanley as an example to explain how effective marketing strategies can accurately snipe consumers' psychology, and then reveal the application of consumer psychology principles in brand marketing and suggest corresponding marketing development suggestions.

2. Overview of consumer psychology

Consumer psychology is the process of inner change of consumers in consumption, including consumer psychology and purchase psychology, covering the cognitive process of goods, emotions, and emotions. The main content of consumer psychology is divided into:

2.1 . Value Psychology

Consumers tend to choose goods with greater value, including, for example, apparent value, such as product quality and potential value. Among them, potential val-

ue is more influential. Consumers tend to like a product because they have a higher internal evaluation of it and believe that it can bring them more value than similar products. For example, at the same price, consumers will largely choose consumables such as food and skin care products, compared to gold and jade, products with longer life cycles and more value. Coca-Cola is a century ahead of Pepsi because its uniqueness and originality make consumers believe that it has a unique value; this is a role played by its potential value. The potential value is similar to a brand name effect and celebrity effect.

2.2 .Normative Psychology

Normative psychology can also be one of the motives for inducing consumption. Norms refer to various moral behavioral norms that people can go together to comply with, including reason, principle, law-abiding, and so on. Normative psychology is an important influence when consumers choose products. Consumers prefer to buy products from companies that follow the law, adapt to national policies, and match their values. According to research data from China Daily Economic News, in the third and fourth quarters of 2023, 44% of consumers tend to buy Huawei within the respondents' budget, and the iPhone only receives 18.9% support. When choosing a cell phone, domestic consumers are more willing to choose Huawei, a domestic product supported by the country in the general environment. In the early 1980s, when the environmental protection craze was rising, the German brand "Frog" quickly made environmental protection ideas the centerpiece of its publicity advertisements. Within three years, Frog's global sales increased threefold, and its rapid success was a major factor in its success. Within three years, Frog's global sales had tripled, and its rapid success was attributed to a combination of global environmental awareness and the creation of a brand atmosphere that was compatible with the rules consumers believed in.

2.3 .Habit Psychology

Consumer habits are also potentially influencing consumer behavior and consumption orientation. Habits here include cultural habits, behavioral habits, living habits, and regional and national habits. For example, China's southerners have a sweet taste, and northerners prefer salty food; northern Europeans like beer, and southern Europeans are addicted to wine; regional and cultural environment cultivated in the subconscious mind of thinking and behaving in the habits of the economic behavior evolved into consumption habits. Regular discounts and activities that bring brands and users closer together can stimulate and cultivate consumer habits to increase brand loyalty. Wrigley's chewing gum was to take advantage of the consumer's habit of scent function rather than cleaning function in the mixed mouth cleaner gum market competition

to win.

2.4 .Status Psychology

Identity psychology drives people to buy products that meet or exceed their own status to show their social status. In China, identity psychology is especially obvious, deeply influenced by the feudal society hierarchy, modern people always do things with the behavioral tendency of the identity system, that is, "identity plot". In the 1970s, watches, bicycles, and sewing machines constituted the three major items that almost all families with outstanding status and wealth would purchase. In the 1980s and 1990s, although the contents of the three major items have changed, their function of proving identity continues to stimulate people's desire to consume. Rolex, Richard Mille, and other famous watches are also enduring because they are not just watches but represent a kind of upper-class identity certification.

2.5 .Emotional Psychology

Emotion is a person's psychological response to external stimuli, such as likes or dislikes. The emotional psychology of consumers affects the consumer's attitude towards the goods. Therefore, it is crucial to stimulate consumers' positive emotions towards the brand in brand marketing. Advertising and public relations are effective ways to touch consumers and utilize their emotions to enhance the brand. The core issue of marketing strategy is how to engrave the image of the company and products into the hearts of consumers. A good marketing strategy can create a positive brand image, spread word-of-mouth, and maximize efficiency and power [2].

3. Breakdown Marketing Strategy

Based on the changes in consumer psychology under the Internet economy, marketing strategies also appear to change accordingly. Under the e-commerce consumer environment, the marketing strategies to capture the consumer psychology are mainly:

3.1 .Updating Brand Concepts

Updating the brand concept helps the brand keep up with the trends of the general environment and maintains brand vitality. With the public's deeper understanding of the importance of sports, the idea of doing sports regularly is deeply rooted in people's hearts, and more and more young people begin to actively participate in sports activities. Accordingly, Leap Sports Group, which focuses on youth sports, has updated its brand concept in a timely manner and upgraded its brand image, replacing the old one with more dynamic logos and more lively colors to highlight more energetic and youthful brand energy. This is a typical case of a brand concept update.

3.2 . Stimulate Consumer Behavior

Consumer behavior refers to the consumer's psychological needs, purchase motives, willingness, and other psychological and realistic behaviors, mainly expressed in the purchase behavior. Successful brand marketing should start by effectively stimulating consumer purchasing behavior.

3.3 . Enhance Brand Popularity and Increase User Stickiness

User stickiness is an important criterion for measuring user loyalty, which is the degree of reliance and expectation of re-consumption formed by the combination of trust and favorable experience. For example, telecommunication companies are trying to prevent the renewal of switching policies to tie up subscribers and make them give up moving to another operator's network, forcing the strengthening of subscriber stickiness.

3.4 .Take the Recent Trendy Stanley Cup as an Example; dismantle its Marketing Strategy

Stanley reappeared in the public's view because of a car accident video filmed by an American woman in a car destroyed by fire; the cup was intact, and even the ice didn't melt, which self-evidently embodied the high quality of the product.

The Stanley CEO quickly stepped in and gave the woman in the crash a brand-new car, instantly creating a warm and caring brand image. Next, the brand quickly upgraded the mug, replacing the tough shape and single old-fashioned color scheme with bright, saturated colors and a curvy, sophisticated shape. Combined with the brand's outdoor advantages to create a healthy, sunny brand concept, captured the psychology of potential consumers. Next, starvation marketing, limited edition, and linkage with major IPs cause consumers to scramble to buy. The pain points in women's lives were especially seized, epitomizing the tiny water cup into a whole set of life. In a particular social group, Stanley has become a kind of symbol, those who want to highlight their own life of health and vitality or want to integrate into the collective need to buy one of them. With successful marketing campaigns, the brand's revenue jumped from \$73 million in 2019 to \$94 million in 2020, doubling twice in 2021 and 2022. In 2023, Stanley's average monthly sales on Amazon US totaled more than \$7 million.

4. The Use of consumer Psychology Theories in Brand Marketing

4.1 .Emotional Consumer Behavior Based on Values

Lululemon has seized the pursuit of a green and healthy

lifestyle for contemporary young people, seized the wave of the rise of "her economy," locked the "super girl" target customers, and developed a series of products that emphasize the combination of women's curves and energetic sports style to meet their needs. Its "sweat life", a passionate and healthy sports lifestyle, has shaped the image of passionate, dedicated, and courageous users and has made countless users willing to pay for products at a constant premium due to their recognition of the brand's values and pursuit of the ideal image created by the brand's products [3].

4.2 . Followership Consumption Behavior Under Authoritative Cues

Many brands invite celebrities to endorse their products to attract followers to buy them to get closer to their idols; many celebrities and Influencers have also created their own beauty or clothing brands and achieved great commercial success by relying on their authority effect. The "celebrity effect", as defined in psychology, refers to the phenomenon of trust and blind obedience generated by relying on the authority and popularity of celebrities. For example, Kim Kardashian's shapewear brand skims, designed and cut by Kardashian herself, convey a sense of tolerance and praise for different types of women's bodies, and through marketing with countless celebrities, skims have brought the brand great exposure. In 2022, skims reached \$400 million in sales, and the brand valuation reached \$3.2 billion. The beauty brand Rare Beauty, founded by famous singer Selena Gomez, has also succeeded in redefining the beauty industry by spreading its celebrity influence and exposure widely through the Internet.

4.3 . Herd-based Consumer Behavior Under Social Identity Theory

With the development of the Internet, the scale of social media users gradually grows, and big data algorithms become more and more refined; a quality tweet may be seen by hundreds of strangers who do not know each other at the same time, while the scale of being read can also be expanded by spending money to buy views. This means that the life we show on social media gets much more attention than we can get. When we become interested in a product, big data will constantly push people like you who have that product. This is the same as the focus effect in social networks; when a person with more social node connections chooses a certain product, she will be easily seen by more people due to the large number of social connections. Those connected to her but with a smaller amount of relative connection nodes will wrongly assume that this is the product most people choose and imitate her to buy it [4]. Guided by this herd mentality, people tend to ignore the product's value and consume blindly. The Stan-

ley, analyzed above, has taken advantage of this mentality, including the recently successful UGG snow boots and the everlasting VCA necklaces, which have become representative community items and made consumers willingly pay high prices.

5. Suggestions for the Development of Brand Marketing

5.1 .Focus on the Consumption Potential of the Female Group

A research study by retail research company First Insight shows that only 46% of men often shop on Amazon, while this proportion is as high as 60% in the female group; female consumers are increasingly relying on online shopping, while male consumers prefer to shop in brick-and-mortar stores [5]. Under the Internet economy, women have become the main force of online shopping consumption. Capture the pain points of women's life products are more likely to be favored; for example, Lululemon's most famous and best-selling yoga pants are specially designed for women's body structure, and Stanley's insulated cups are also popular because they allow women to drink water conveniently while doing other work. Therefore, an in-depth exploration of female consumer groups, divided into different consumer age groups, locking the target age group of customers, and in-depth analysis of their consumption qualities is currently an innovative path of brand marketing.

5.2 .Strengthening Brand Quality

For some expensive brands, the product's quality is not good, and some negative comments about this are the major concern preventing consumers from consuming. Due to the popularity of the Internet, a variety of evaluations, trials, and other evaluations of the video's goods are widely circulated, and strengthening the quality of the product has also become a hot issue in continuing brand marketing. Product quality is the core competitiveness of sales. At the same time, brand quality is not only product quality but also includes brand credit, service quality, and so on. A study of online stores selling rural specialty products shows that credit level, consumer ratings, store reputation, after-sales service, and price positively impact sales, and the rate of bad reviews will negatively impact sales [6].

5.3 . Strengthen Emotional Marketing and Enhance User Stickiness

In addition to strengthening product quality, shaping the product and creating the story behind the brand enhances

the connotation and can effectively strengthen the user's viscosity. A brand story that resonates with the target customer will make the user and the brand resonate, and at the same time, strengthen the interaction with the user in all aspects, pay attention to the after-sales pre-sales service, and actively organize user community activities to enhance user participation and loyalty, which is conducive to increasing the degree of repurchase of the user.[7]

6. Conclusion

This study takes the Stanley insulation cup brand, Lululemon, skims clothing brand, and rare beauty as examples analyzes the consumer psychology principles used in brand marketing under the Internet economy and accordingly puts forward further development suggestions to promote the brand's quality and effective marketing. At the same time, this paper is a review paper, and the lack of actual data collection and practice-based reality have certain limitations. For future researchers, we can collect the actual business sales performance of the brand and complete corresponding analysis through the data level to ensure subsequent economic income.

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