

Research on Innovative Paths of Brand Marketing in the New Consumption Era from the Perspective of Brand Touchpoints

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Abstract: The purpose of this paper is to explore the innovative path of brand marketing in the new consumption era, and to analyze and look forward to its future development trend. Firstly, through literature review, this paper summarizes the characteristics and trends of the new consumption era, the concept and significance of brand touch points, and the challenges and opportunities faced by brand marketing in this context. Secondly, the paper classifies and characterizes brand touch points, and focuses on the analysis of consumers' brand touch preferences and their influence on consumer decision making in the new consumption era. Then, the innovation path in brand marketing is discussed, including innovation strategies based on digital technology, social media, cross-border cooperation and user generated content. Finally, combining the influence of intelligent technology, consumer behavior change and new technology and new media on brand touch points, the paper makes an in-depth analysis of the future development trend of brand marketing in the new consumption era, and puts forward corresponding conclusions and suggestions. The purpose of this study is to provide effective guidance for brand marketers to meet the challenges of the new consumption era and achieve sustained brand growth and development.

Keywords: New consumption era; Brand marketing; Innovation path; Future development trend.

1. Literature Review

This chapter will review the characteristics and trends of the new consumption era, the concept and significance of brand touchpoints, the challenges and opportunities of brand marketing in the new consumption era, and advanced brand marketing strategies and cases, providing theoretical support and background knowledge for subsequent research.

1.1. Characteristics and Trends of the New Consumption Era

The arrival of the new consumption era signifies profound changes in consumer demands, behaviors, and environments. The characteristics of this era include consumption upgrading, personalized demands, emphasis on experiences, and digital transformation. With the continuous development of technology and social progress, the new consumption era presents diverse, personalized, and highly interconnected trends, profoundly influencing brand marketing strategies and models.

1.2. Concept and Significance of Brand Touchpoints

Brand touchpoints refer to various channels and methods through which consumers interact with and touch brands, including traditional media, digital channels, retail environments, social platforms, etc. The diversity and breadth of brand touchpoints enable brands to better communicate and interact with consumers, achieve brand value transmission, and enhance brand awareness, possessing significant marketing significance [1].

1.3. Challenges and Opportunities of Brand Marketing in the New Consumption Era

The new consumption era brings new challenges and

opportunities to brand marketing. Challenges mainly manifest in fragmented consumer demands, increased competition intensity, decreased consumer trust, etc., while opportunities stem from the development of digital technology, the prevalence of social media, the increase in consumer personalized demands, etc., providing brands with more possibilities for innovation and development. Its specific structure is shown in Figure 1

1.4. Advanced Brand Marketing Strategies and Case Analysis

In the new consumption era, many brands have achieved success through innovative marketing strategies. These advanced brand marketing strategies include content marketing, social media marketing, user-generated content marketing, cross-industry collaboration marketing, etc. Analyzing these successful brand marketing cases can deepen understanding of the best practices in brand marketing across different industries and draw lessons from them, providing references and insights for this study.

The above content helps better understand the characteristics and trends of the new consumption era, as well as the challenges and opportunities faced by brand marketing, laying a theoretical foundation for subsequent research[2].

2. Analysis of Brand Touchpoints

This chapter conducts an in-depth analysis of the types and characteristics of brand touchpoints, consumers' brand touchpoint preferences in the new consumption era, and the impact mechanism of brand touchpoints on consumer decisions. The aim is to reveal the significant role and impact mechanism of brand touchpoints in brand marketing.



Figure 1. New brand marketing strategies

2.1. Types and Characteristics of Brand Touchpoints

Brand touchpoints are crucial nodes for interaction and communication between brands and consumers, constituting important aspects of brand dissemination and marketing. These touchpoints encompass various types and forms, including traditional media advertising, digital channels, retail environments, social platforms, among others. Traditional media advertising includes television, radio, newspapers, magazines, etc., while digital channels mainly refer to the internet and mobile applications. Retail environments denote physical stores or online shopping platforms, and social platforms include microblogs, WeChat, Facebook, etc. Each type of brand touchpoint possesses unique features and characteristics. For instance, traditional media advertising has relatively slower dissemination speed but broader coverage; digital channels exhibit strong real-time and interactive features; retail environments offer authentic product displays and trial experiences; while social platforms emphasize user-generated content and social interaction. These different types of touchpoints each have their advantages in brand communication and marketing. Therefore, categorizing and describing them based on their features contributes to a better understanding of the diversity and complexity of brand marketing, providing a foundation and framework for subsequent analysis[3].

2.2. Consumers' Brand Touchpoint Preferences in the New Consumption Era

With the rise of the new consumption era, consumers' brand touchpoint preferences have undergone significant changes. In this digital and information age, consumers are more inclined to obtain information through digital channels, interact with brands on social platforms, and rely on user-generated content to build trust. Compared to traditional advertising formats, these emerging touchpoints are closer to consumers' lives and needs, more personalized, and interactive, hence preferred by consumers.

Consumers prefer obtaining information through digital channels. The prevalence of the internet allows consumers to access information about products and services anytime, anywhere through search engines, websites, applications, etc. They are more willing to learn about other consumers' experiences and evaluations through online reviews, product comparison websites, etc., to make more informed purchasing decisions.

Interacting with brands on social platforms has become a norm for consumers. Social media platforms such as Facebook, Instagram, WeChat, etc., have become part of people's daily lives. Consumers are accustomed to interacting with brands, sharing purchasing experiences, and communicating with other consumers on these platforms. Brands can better establish brand image and enhance brand awareness by publishing content and interacting with consumers on social media.

Consumers tend to rely on user-generated content for trust. Compared to brand-produced advertisements and promotions, user-generated content is more authentic and credible as it stems from the genuine experiences and feelings of ordinary consumers. Consumers are more inclined to trust recommendations and suggestions from other consumers. Therefore, brands need to value and leverage user-generated content to enhance consumer trust and identification[4].

Understanding consumers' brand touchpoint preferences is crucial for formulating brand marketing strategies. Brands need to adjust marketing strategies based on consumers' behavior habits and preferences, accurately target the audience, select appropriate brand touchpoints, and provide content and experiences that match consumer needs. Therefore, this section will conduct an in-depth analysis and summary of consumers' brand touchpoint preferences in the new consumption era, providing theoretical support and practical guidance for the formulation and implementation of brand marketing strategies.

2.3. Impact Mechanism of Brand Touchpoints on Consumer Decisions

Brand touchpoints not only influence consumers' brand awareness and attitudes but also directly affect their purchasing decisions. Understanding the impact mechanism of brand touchpoints on consumer decisions helps deepen understanding of the effectiveness and impact paths of brand marketing. This section will analyze the impact mechanism of brand touchpoints on consumer decisions, explore the psychological, cognitive, and behavioral factors involved, and combine relevant theories for explanation and discussion.

By analyzing the types and characteristics of brand touchpoints, consumers' brand touchpoint preferences in the new consumption era, and the impact mechanism of brand touchpoints on consumer decisions, a comprehensive understanding of the role and impact mechanism of brand touchpoints in brand marketing can be obtained. This provides theoretical support and guidance for the formulation

and implementation of brand marketing strategies. Its specific

structure is shown in Figure 2



Figure 2. The influence mechanism of consumer decisions

3. Innovative Paths of Brand Marketing in the New Consumption Era

The advent of the new consumption era brings forth both new challenges and opportunities for brand marketing. This chapter will explore innovative paths based on digital technology, social media, cross-industry collaborations, and user-generated content to address consumer needs and market changes, enhancing the effectiveness and impact of brand marketing.

3.1. Innovation in Brand Touchpoints Based on Digital Technology

With the advancement of digital technology, brands have more opportunities to innovate in brand touchpoints. Utilizing technologies such as the internet, big data, and artificial intelligence, brands can achieve deeper interaction and richer experiences. This section will explore how to create engaging and immersive brand touchpoints through technologies like virtual reality (VR), augmented reality (AR), and smart devices, strengthening the connection between brands and consumers.

VR and AR technologies create new ways of experiencing brands. Consumers can immerse themselves in brand products or services through VR technology, providing more interactive and engaging experiences. Leveraging these technologies, brands can create unique and attention-grabbing brand experiences, attracting consumer attention and enhancing brand awareness.

The ubiquity of smart devices creates more convenient and personalized touchpoints for brands. Smartphones, smart speakers, smartwatches, etc., have become part of people's daily lives, allowing brands to establish closer connections with consumers through these devices. For example, through

smartphone applications or voice interactions with smart speakers, brands can provide personalized product recommendations, customized service experiences, enhancing consumer favorability and loyalty[5].

By utilizing big data and artificial intelligence technologies, brands can analyze consumer behavior and preferences deeply, accurately target audiences, personalize content, and enhance interactive experiences between brands and consumers. By continuously accumulating and analyzing consumer data, brands can better understand consumer needs and preferences, tailor personalized marketing solutions, and strengthen emotional connections between brands and consumers.

3.2. Innovative Practices and Effect Analysis of Social Media Marketing

In today's digital age, social media has become one of the core platforms for brand marketing. Through continuous innovation in marketing practices, brands can attract more attention and establish closer connections with consumers on social media. By analyzing the effects of innovative practices, brands can better understand which strategies are more effective, thus further optimizing their social media marketing strategies, increasing brand exposure and influence.

3.3. Innovative Strategies of Cross-Industry Collaboration and Experiential Marketing

Cross-industry collaboration stands out as a pivotal strategy in brand marketing, offering brands a potent avenue to extend their influence and tap into a wider audience base. By forging strategic partnerships with entities from diverse industries or domains, brands unlock a wealth of opportunities to craft innovative and captivating marketing initiatives that resonate with consumers across various demographics.

Collaborating with partners from disparate industries

injects a fresh perspective and diversity into brand marketing endeavors, fostering creativity and ingenuity. Through synergistic efforts, brands can conceptualize and execute marketing campaigns that transcend traditional boundaries, leveraging the unique strengths and assets of each collaborating entity to create truly immersive and engaging experiences for consumers.

This collaborative approach not only sparks curiosity and interest among consumers but also encourages active participation and engagement. By pooling resources and expertise, brands can orchestrate marketing activities that are both memorable and impactful, enticing consumers to actively participate and invest in the brand narrative[6].

Furthermore, cross-industry collaboration opens doors to a plethora of exposure opportunities for brands. By tapping into the existing audience bases of partner entities, brands can amplify their reach and visibility, gaining access to previously untapped consumer segments. This expanded exposure not only bolsters brand awareness but also enhances brand influence, as consumers are introduced to the brand through trusted and familiar channels.

In essence, cross-industry collaboration represents a dynamic and forward-thinking approach to brand marketing, offering brands a pathway to innovation and growth. By embracing collaboration as a cornerstone of their marketing strategy, brands can harness the collective creativity and resources of diverse partners, elevating their brand presence and relevance in the marketplace.

3.4. Innovative Model of User-Generated Content and Co-creation with Brands

The surge of user-generated content (UGC) marks a significant trend in contemporary brand marketing strategies. Brands are increasingly leveraging the power of their user base to create, share, and amplify content directly related to their brand, fostering a sense of authenticity and intimacy unparalleled by traditional marketing methods.

By actively encouraging and guiding users to generate content, brands initiate a collaborative process where consumers become active participants in shaping the brand narrative. This co-creation of content not only bolsters brand visibility but also imbues the brand with a sense of genuineness and relatability, resonating deeply with consumers on a personal level.

The multifaceted benefits of user-generated content extend beyond mere brand exposure. It serves as a catalyst for organic word-of-mouth promotion, as consumers are more likely to trust recommendations and endorsements from their peers over conventional advertising messages. Additionally, user-generated content acts as a conduit for fostering social influence, as consumers feel empowered and valued when their contributions are acknowledged and shared by the brand.

Moreover, user-generated content facilitates meaningful interaction and dialogue between brands and consumers, nurturing a sense of community and trust. Through likes, comments, and shares, users actively engage with brand-generated content, fostering a sense of belonging and loyalty. This reciprocal exchange fosters a symbiotic relationship between brands and consumers, wherein both parties benefit from mutual engagement and collaboration.

In essence, user-generated content emerges as a potent tool for brands to not only augment their online presence but also cultivate a loyal and engaged consumer base. By embracing the authenticity and spontaneity inherent in user-generated

content, brands can forge stronger connections with their audience, driving brand advocacy and loyalty in the digital age.

4. Future Trends of Brand Marketing in the New Consumption Era

4.1. Application Prospects of Intelligent Technology in Brand Marketing

With the continuous advancement of intelligent technology, brand marketing faces new opportunities and challenges. The application of technologies such as artificial intelligence, machine learning, and big data analysis will bring more possibilities for brand marketing. In the future, intelligent technology will play an important role in brand promotion, product customization, and user experience. For example, through intelligent algorithms analyzing consumer behavior patterns, brands can more accurately target and personalize promotions, improving marketing effectiveness. Moreover, intelligent technology will also bring about new marketing channels and experiential methods, such as virtual assistants, smart voice search, etc., further enhancing the interactive experience between brands and consumers.

4.2. The Impact of Consumer Behavior Changes on Brand Marketing

In the evolving landscape of the new consumption era, consumers are exhibiting significant shifts in their behavior patterns and preferences, presenting brand marketers with novel challenges. There is a discernible trend among consumers towards seeking personalized, social, and experiential consumption encounters. This denotes a departure from traditional consumption paradigms towards experiences that resonate deeply with their individual identities and social connections.

One notable trend is the increasing reliance on social media platforms as primary sources of information. Consumers are actively engaging with brands through these channels, seeking not only product information but also actively participating in brand interactions. Moreover, they are increasingly turning to peer recommendations and experiences to inform their purchasing decisions, reflecting a growing trust in authentic user-generated content over traditional advertising messages.

Looking ahead, it becomes imperative for brands to recalibrate their strategies, placing greater emphasis on understanding and catering to the evolving needs and experiences of consumers. This entails delving deeper into consumer insights and employing precise positioning strategies to offer products and services that resonate on a psychological level. By aligning with consumers' emotional and experiential requirements, brands can forge stronger connections and foster loyalty, ultimately cultivating enduring brand-consumer relationships that transcend transactional interactions.

4.3. Innovative Influence of New Technologies and New Media on Brand Touchpoints

The continuous emergence of new technologies and new media will further drive innovation in brand touchpoints. In the future, technologies such as virtual reality, augmented reality, blockchain, etc., will become important tools for brand marketing, providing consumers with more immersive

and personalized brand experiences. At the same time, the rise of emerging media platforms will also open up new marketing channels for brands, such as short videos, live streaming, social commerce, etc., further expanding brand influence and exposure. Brands need to closely monitor the development trends of new technologies and new media, continuously innovate and adjust marketing strategies to adapt to changing consumer needs and media usage habits.

5. Conclusion

In the new consumption era, brand marketing is facing unprecedented challenges and opportunities. By deeply discussing the characteristics and trends of the new consumption era, the importance of brand touch points and the innovative path of brand marketing, this paper reveals the various possibilities faced by brands in adapting to this new era. By exploring digital technologies, social media, cross-border partnerships and user-generated content, we found that there is a lot of room for brands to develop innovative marketing strategies and touchpoints. In the future, with the development of intelligent technology, further changes in consumer behavior and the impact of new technologies and new media, brand marketing will pay more attention to personalization, interaction and experience. However, we should also be aware of the limitations of this study, such as the lack of comprehensive coverage of some emerging technologies and new media, as well as the lack of actual cases and market data. Therefore, future research can further expand the research scope and combine more empirical analysis and case studies to comprehensively understand the

development trend and future direction of brand marketing in the new consumption era. To sum up, brand marketing in the new consumption era needs continuous innovation and adjustment to meet the needs of consumers, establish a closer relationship between brands and consumers, and achieve sustained growth and development of brands.

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