



An Analysis of Enterprise Digital Marketing Innovation and Consumer Demand Matching Mechanism in the Context of Digital Economy

Zhiying Zhang

Southwest International Department of Southwest Weiyu High School, No. 671 Yishan Road,
Shanghai 200030, China
fionazhang2009@163.com

Abstract. This paper takes place in the period of changes in enterprise marketing under the digital economy. Research has been carried out on the role of digital technology in enterprise marketing innovation, how digital marketing meets consumers' individualised and diverse needs, and theoretical support and practical approaches for digital marketing innovation. Based on the SDL and S-O-R models, and considering all the factors in the field of collaboration and value co-creation for enterprises and users, as well as data security, this paper sets up an analytical framework for digital marketing innovation. Based on the above studies, at present, under the impact of digital technology, many enterprises have begun employing data analysis systems to better understand consumer behaviour and are moving away from traditional sales models to adopt user-centric, precise operations. Strengthen the economy of the marketing channel and promote consumer confidence and long-term loyalty through new technologies and cooperation. This paper has added to the body of research on digital marketing and also provided a practical reference for businesses to carry out innovative digital marketing activities under conditions of both high efficiency and high stability.

Keywords: Innovation in Digital Marketing, Value Co-creation, Matching User Demand.

1 Introduction

Most of the previous studies have focused on the technical application of digital marketing and consumer purchasing behaviour. At the same time, research on the effect of digital marketing innovation on consumer behaviour via value co-creation mechanisms in the context of Service-Dominant Logic is still lacking.

Digital technology has provided strong support for marketing innovation and continues to offer support for its development. Based on the above data analysis, one can understand what the public wants more deeply and provide them with more relevant information. Thus, businesses can offer more specific services and meet the needs of

the public better. The main purpose of this paper is to study the effect of digital marketing innovation on consumer behaviour in the process of enterprise digitalisation.

Combine Service-Dominant Logic, value co-creation theory and the S-O-R model in this study. Based on the previous research in digital marketing innovation and consumer behaviour, offer new ideas for understanding consumer decision-making in the digital age. New-generation digital technology can narrow the information asymmetry between businesses and consumers through information transformation, and at the same time provide strong technical support for using digital marketing [1]. Therefore, the form of marketing innovation has gradually been changing to be more diversified and interactive.

L'Oréal has made full use of the recommendation and interaction features on TikTok to propagate the brand and connect with the public. This act is to promote the company's plan for new-age development and to change marketing in the advertising industry [2].

Digital marketing aims to divide various groups of high-quality customers efficiently. By utilising digital technology to collect data and organise online resources, the company will be able to make marketing decisions that are no longer based solely on experience, and a data-driven model for improved marketing efficiency and return on investment can be adopted [3]. The Marketing Strategy will change the behaviour of the public. Enterprises can use the above data to understand different groups of consumers and match their products more precisely with various consumer needs to help consumers better recognise the value of these products.

Since people want different things at different prices, the company can set various price ranges for different products and allow people to choose based on their own budgets. It will publish the relevant content in a more convenient way to help people save their time and effort. Digital technology can be used by enterprises to gather and analyze the information of the public at various times and places online for more precise targeting in marketing. For instance, the old way of sales promotion and printed bank flyers are much less effective than target-specific online advertising [2].

1.1 Research Objectives

In the era of the digital economy, this paper intends to study the reasons for innovation in digital marketing and analyze how digital marketing can help enterprises meet their varied demands of different consumers. It will also put forward some practical application cases of digital marketing for improving enterprise marketing models and strengthening market competitiveness.

This paper has also presented the current problems that enterprises face in the field of digital marketing innovation and proposed some theoretical support and practical advice to help enterprises achieve high-efficiency development of digital marketing.

1.2 Research Questions and Purpose

What are the applications of digital technology in enterprise marketing for innovation and development, and how has the structure of the traditional marketing system changed?

How can digital marketing help enterprises understand the various and individualistic demands of consumers in the digital economy era more precisely and meet them?

What theoretical support is needed for enterprise digital marketing innovation, and how can a specific theoretical system be constructed?

The new ideas in the field of Marketing are mainly about personalised content and new digital forms for consumers. Based on the analysis of browsing behaviour and consumption data, the brand provides more relevant content according to people's interests and presents it in an appropriate way. At the same time, in a big way, creative short videos will be made, interactive live-streaming events will be held, and digital advertisements will be launched to promote the brand and gain more users' interest.

Interactive innovation is also emotionally connecting and sharing feelings through a two-way interaction model. Real-time comments, live-streamed Q&A sessions and brand-consumer co-creation activities make users feel like special and cherished members of something, and user-generated content and online communities can further build a sense of belonging and emotional connection with the brand among users.

Scene-based innovation can also show people how to use the products in daily life to motivate them to buy. Help consumers better understand the practical applications of products, and through limited-time promotions and context-aware recommendations, lower the threshold for purchase.

2 Theoretical Basis and Analysis Framework

Marketing innovation will promote the all-around growth of the company and meet the needs of the market better. Digital Marketing Innovation is one of the types of innovation that have appeared. Through digital technology, more enterprises have been developing innovative marketing models on a larger scale. In the digital economy era, people's demands for living have been changing greatly. Consumers are no longer happy with a single product function or service model, and therefore wish for a rich and diverse shopping experience. According to the 2024 China Retail Industry Consumer Online Shopping Behaviour Survey, over 70% of consumers have used different e-commerce platforms for different purposes in the past. For example, consumers choose Pinduoduo for its cost-effectiveness; Tmall and JD.com are chosen for good product quality and services; TikTok and Red - owned by ByteDance are preferred for personalisation and social interaction.

2.1 Core Theoretical Foundation: Service-Dominant Logic (SDL)

This paper uses Service-Dominant Logic (SDL) as its theoretical basis and provides support for the analysis of digital marketing innovation. SDL suggests that the value co-creation among enterprises and consumers is the result of interaction, thus breaking the old pattern of product-focused marketing. Based on the above, consumers will no longer be passive recipients of value but active participants in the entire value-creation process [4]. Digital marketing theory believes that users have been gaining independence in their consumption decisions and are now actively creating value for the company through their behaviour.

Digital Marketing Innovation refers to both changes in the concept of marketing and technological innovations for SDL. Enable the consumer to lead their own marketing activities; reduce company marketing expenses and operating costs; enhance

efficiency; build user trust in the brand. SDL can help people understand how consumers' demands for changes in marketing in the new retail environment have varied in the snack food and other consumer goods industries. Given the varied and highly personalised demands of the people at present, it is proposed that companies break away from the old model of one-way communication and construct a two-way interactive value co-creation system with these people. SDL is more likely to engage people in the world of online activities, give product feedback, and share their own experiences with others; thus, people are more connected to the brand and want to buy it in the digital age.

2.2 Auxiliary Theoretical Reference

The theory of flow experience and the theory of social presence have been used to build and prove a three-stage dynamic generation model, which is known as the Stimulus-Organism-Response (S-O-R) theory [5]. It started as environmental psychology and then spread to marketing research; according to the S-O-R theory, people's behaviour is as follows: first, the factors of the external environment affect individuals' cognition and emotion, and only then does behaviour change occur.

In a typical case of digital marketing for live-streaming e-commerce, short videos and online shopping platforms such as Taobao are often employed to spread promotional content and engage consumers in real time. Some of these will also boost the demand for a certain product among the public. Stimuli in the environment of digital marketing generally include short-video advertisements, KOL recommendations, personalised pop-up ads and other types of digital marketing. Increase the frequency of such stimuli to build a user's cognitive impression of personalised products or services gradually and provide a psychological basis for subsequent purchasing decisions. Therefore, the company can design different marketing stimuli to lead people to behave differently. This theory provides further support for the research on how digital marketing stimulates consumer cognition, but only as a supplementary theoretical foundation in this paper and will not be discussed in detail.

2.3 Theoretical Analytical Framework

Based on Service-Dominant Logic (SDL) and supported by the auxiliary views of the S-O-R theory and the AISAS model, this study develops a theoretical analysis system for digital marketing innovation. The foundation is technology, the content addresses various consumer demands, and the basic mode is value co-creation by enterprises and consumers. It can be seen that digital marketing innovation can better meet the demands of users and improve the marketing efficiency of enterprises, and provide a theoretical basis for the following study of digital marketing practices and optimisation strategies.

3 Response Strategies and Feasibility Analysis

3.1 Technological Innovation

Availability of the Marketing Plan. With the ongoing development of digital technology, more and more data on users are being collected by artificial intelligence

(AI) for personalised content services now. At the same time, the company will prepare specific marketing plans for short-video platforms and some WeChat channels to improve the practical application and feasibility of marketing innovation under technological support. In addition, the company will not need to invest a large amount of money in new technology, and this technology can be used in conjunction with its own business conditions to build a suitable digital marketing model. Based on the current demands of consumers, modify the marketing plan and precisely target consumers to improve the effectiveness of marketing. Based on the above, enterprises can offer content that is appealing to the diverse interests and hobbies of people of all ages and professions, as well as those from various income levels and consumption backgrounds.

Trend of Economic Growth. With the development of the digital economy, many new online consumer markets have begun to appear gradually and expand the scale and revenue of e-commerce platforms. At the same time, consumers are also more accustomed to personalised and scene-based marketing content now and are eager to see it. With a rise in consumption, people's demands for brands are now higher. Marketing innovation can help build a well-known brand for the company and enhance consumer confidence. In terms of the development of the industry, as the economy grows, so does the amount of investment in digital marketing; therefore, new forms of marketing have gradually enhanced business efficiency. Continuously improve the digital marketing system and explore new marketing paths to drive further digitalisation, respond to fluctuations in the market at a high speed, and enhance the company's long-term competitiveness.

Controllability of Marketing Operations and Risks. An all-around marketing evaluation system can be constructed at the company to monitor changes in the above key indices, such as user experience, participation level, and response speed, etc., and make adjustments to the marketing plan accordingly based on this data. At the same time, strengthen data security supervision systems and privacy protection policies for the company to standardize data collection and maximise user privacy protection, thus boosting consumer trust in digital marketing. Digital marketing can be more efficient, but at the same time, there are also problems with data privacy and information security. Therefore, the company will build a new technology-based risk warning system. At any time in the preparation of the marketing plan, several rounds of revisions will be held regularly to address any problems that have arisen promptly.

3.2 Consumer Relationships

Strengthen Consumer Participation and Experience. Strengthen consumer arrangement through user co-creation activities, activate customer service communication, and build online communities for the company. At the same time, the company will also organise regular community activities to increase the public's trust in the brand and improve their general experience with the product. For example, the company can observe how users use the service, learn their real needs, adjust the

company's products and services accordingly, and thus make the users feel more valued and cared for. This will increase the people's trust in the brand.

Now that it is a digital age, building consumer trust and making people long-term customers for a brand are what companies hope to achieve. The demand from consumers for the shopping experience has been rising steadily, and personalisation is now increasingly desired. Now, the brand and consumers work together to create value for all parties involved, and it is gradually moving away from the old model where consumers were passive recipients of information. The function of the consumer has moved away from passively consuming goods and services; now, they actively participate in designing such items or other services and generating content. Thus, consumers will feel more connected to the brand, and there is an increasing demand among younger generations to have personalised products; over 60% of young people are willing to pay more for personalised goods. Therefore, in the era of the digital economy, e-commerce platforms need to meet the varied demands of consumers at different times through technology and service innovation to enhance user experience and competitiveness [6].

Reduce the propensity of users to switch between brands and increase consumers' trust in their own brands. Many enterprises are now aiming to enhance the sense of participation, emotion and immersion for users. Alibaba will learn about the people's daily life and interests to recommend appropriate goods and promote sales. Build user profiles based on purchase history and browsing data, then accurately predict the products and brands that a user will be interested in and provide personalised recommendations. For example, if a user buys sports equipment often, Alibaba can send a discount offer for sports products during the Double Eleven shopping festival to make it more relevant and attractive to that user. As society has developed over time, so too have relevant laws and regulations; enterprises are now required to operate flexibly in various application environments and adapt to new legal requirements [7].

Strengthening Consumer Trust to Promote Brand Loyalty.

There are now many problems of interoperability due to different sizes and shapes of metadata. Different Metadata formats for Digital Libraries make data searching, sharing and use more challenging. The two reasons for this are as follows. On the other hand, digital libraries collect various types of materials in different data formats and thus need to be integrated. At the same time, as all-encompassing information service providers on the website, these digital resources need to support unified search and information exchange among various resource systems in a distributed environment. Otherwise, these "information islands" may become isolated [8].

Openly release the products and build an all-weather, trustworthy online brand. It can help the company know what the users think and need to improve the quality of service and support. An individualised member area can also be established by the company to improve the customer experience and strengthen the bond with regular customers. Establish brand trust and, along with the trust of other users, foster long-term consumer trust for the company as well. After the brand has been introduced to

the public and they are willing to purchase it, more details on consumer life and requirements for subsequent promotional work will become available.

3.3 Organization Structure

Cooperation among the Departments of Marketing, Data and Product.

At suitable times, learn what the changing demands of consumers are and add functions and convenience to the existing products on the market. At the same time, based on data and product information, design an individualised marketing plan in the marketing department to enhance its effect. Cooperation among all sections of the company will enhance digital marketing. All departments need to cooperate in a large-scale construction project. When there is a problem, the corresponding department in the company needs to be able to respond and handle it efficiently.

Legal and Compliant Operation. Strictly comply with laws such as the "Cybersecurity Law", the "Data Security Law" and the "Cryptography Law" in the course of digitalisation; normally collect and store user data; avoid false or misleading advertising. All of the promotional materials should be truthful and reliable. The company will organise a certain training period and hold an internal audit to ensure that its employees are in line with the above regulations. Strengthen industry supervision to address users' problems in time and reduce the impact of information asymmetry.

3.4 Comparison analysis

Digital marketing is no longer about the large-scale announcements of the past; thanks to data and technology, personalised communication can be realised to a greater extent now.

4 Management Insights and Strategic Suggestions

4.1 Optimisation Direction of Enterprise Marketing Strategies

The core of the digital economy is now moving from the old model of broad channel expansion to more focused, user-oriented operations for enterprise marketing innovation. There are many different wills in the public, so enterprises need to create customised marketing plans and provide corresponding products or services. At the same time, according to the analysis results of the digital marketing innovation system, changes can be made in the company's marketing plan. Firstly, a digital-based system can be built by the company to collect and analyse user preferences and behaviour. Based on personalised consumer needs, data analysis, cross-departmental cooperation, etc., build multi-dimensional user profile models and gradually transition from experience-based decision-making to data-driven decision-making.

Strengthen the internal database of the company, reduce information asymmetry among departments, and promptly address users' problems through cross-departmental cooperation. At the same time, build several digital marketing models that integrate e-

commerce live streaming, short-video platforms and traditional advertising for the enterprise. Add a new marketing module to extend the old time- and space-limited marketing activities of the company and strengthen brand-consumer connection.

At the same time, the company should also be able to improve the efficiency and regularity of its marketing innovation process. Strictly implement the provisions of the Cybersecurity Law, the Personal Information Protection Law and the Password Law. The law allows companies to collect and use users' data in some cases, but in an excessive manner that is unreasonable, it must avoid it; otherwise, there will be a risk of a privacy breach. Strengthen public confidence and improve the ease of life for ordinary people. Build a system for real-time monitoring and evaluation of the company as well. Periodically carry out customer satisfaction surveys to observe how changes occur in the following indicators, and adjust the allocation of resources to improve the efficiency of marketing investment and the results of marketing: interaction rate, forwarding rate and click-through rate.

4.2 Practical Approach of Consumer Relationship Management

First, to be a system that builds extended and deep cycles of value creation, and not only an isolated set of connections for consumers in the era of digital marketing, is one of its roles. The company offers consumers goods and services, and through all sorts of digital marketing, increases the number of users with loyal behaviour. Now, one offers tailored product recommendations for various groups of consumers, and some existing users have started to do so. Based on the preferences and past purchase behavior of different users, offer special discounts and other promotions to boost user loyalty and enhance the perceived value of the service for current consumers.

At the same time, the company will build a user feedback mechanism and service-response system. Service staff and intelligent service systems will be available to answer the users' questions in a timely manner. Regularly spread the brand's culture and membership system to enhance the emotional connection among users and the brand. Over time, this will gradually foster consumers' brand loyalty and consumption habits, leading to a stronger dependence on the enterprise among new users after extended interaction and consumption.

At the same time, continuously add new users and reduce the rate of user attrition. Keep in touch with the public and improve the customer experience continuously to build a strong foundation of consumer resources and ensure the stable long-term development of the enterprise.

5 Conclusion

Given Service-Dominant Logic and the S-O-R model, this paper studies how modifications to digital marketing innovation influence changes in consumer behaviour at various stages of the S-O-R cycle. Based on the above research, digital technology will be employed for data analysis to enhance the accuracy of consumer targeting and value creation. Meet the various needs of the public, create an emotional connection with them, and foster lifelong support. At the same time, enterprises need to be based

on new technologies, new relationship structures, and achieve a balance between efficiency and compliance for continuous development of digital marketing.

The Driving Force for Business Marketing Digitisation is Digital Technology. Shift marketing from traditional one-way mass communication to an interactive model based on data analysis and meet the demand for more accurate, real-time operations.

Digital Marketing Can Meet the Needs of Many Consumers. By collecting and analysing multi-dimensional data, build in-depth user profile pictures of the consumers and provide personalised consumption experiences; at the same time, better meet the changing demands of the public.

The construction of a diversified theoretical system for digital marketing innovation. According to service-oriented logic, combine theories of consumer behaviour, such as the S-O-R model, to build an enhanced analysis system for the company.

This study also has the following deficiencies. Most of the digital marketing methods are general in nature and do not cover the particular situations in agriculture and retail. It does not provide adequate comparisons among the various industries and is thus lacking in some areas.

Given the above deficiencies, the following research can be expanded in the future:

Conduct cross-industry studies to learn how to integrate and adapt the characteristics of various industries in digital marketing.

Conduct some famous case studies or large-scale surveys to verify the framework proposed in this paper, and adjust the model based on the actual data.

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