

# Research on Brand Marketing Strategy Upgrade and Practice under the New Consumption Trend

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**Abstract:** *The new consumption trend reshapes the market structure and consumer behavior paradigm, and the traditional brand marketing theory faces the challenge of insufficient explanatory power. The purpose of this study is to build a theoretical framework for brand strategy upgrading to adapt to the new environment, which is free from the limitations of specific cases and empirical data and focuses on logical deduction and model deduction. By analyzing the logical evolution behind consumption changes, the theoretical paradigm of brand strategy is reconstructed, and the inevitability of changing from transaction-oriented to relationship-oriented is clarified. This paper further analyzes the interactive mechanism of value co-creation, puts forward a multi-dimensional model including transaction, emotion and social level, and discusses the sustainable development path of ecological synergy. The research shows that brands need to upgrade their strategies through dynamic positioning, content reorganization and omni-channel collaboration. Finally, this study establishes the theoretical support of brand long-term, and points out that ecological synergy and organizational agility are the key to deal with uncertainty. This theoretical system enriches the connotation of brand management discipline.*

**Keywords:** *New consumption; Brand marketing; Strategy upgrade; Value co-creation; Ecological synergy*

## 1. Introduction

At present, the profound adjustment of the global economic structure and the rapid development of digital technology have pushed the consumer society into the era of "new consumption" [1]. New consumption is not a simple consumption upgrade, but a systematic reconstruction of consumption structure, consumption psychology and consumption behavior [2]. Under this macro background, the traditional brand marketing theory is facing unprecedented challenges based on the logical cornerstone of mass production and mass communication in the industrial age [3]. With the rise of consumer sovereignty, demand tends to be personalized, emotional and experiential, which makes the traditional product-centered marketing paradigm gradually ineffective [4]. The relationship between brands and consumers has changed from one-way value transmission to two-way value co-creation. The experience summary of fragmentation is difficult to form a universal guiding framework, and it is urgent to sublimate the theory from the height of ontology and methodology.

Facing the complicated and changeable market environment, if brands only rely on past experience, they will easily get lost in strategy [5]. Based on this factor, constructing a theoretical analysis framework to adapt to the new consumption trend has become a key bridge connecting academic research and business practice [6]. The purpose of this study is to break away from the limitations of specific cases and data and focus on the construction of theoretical models and the combing of logical relationships. The research will follow the theoretical thread of "logical evolution-paradigm reconstruction-mechanism analysis-path selection" and discuss it in turn.

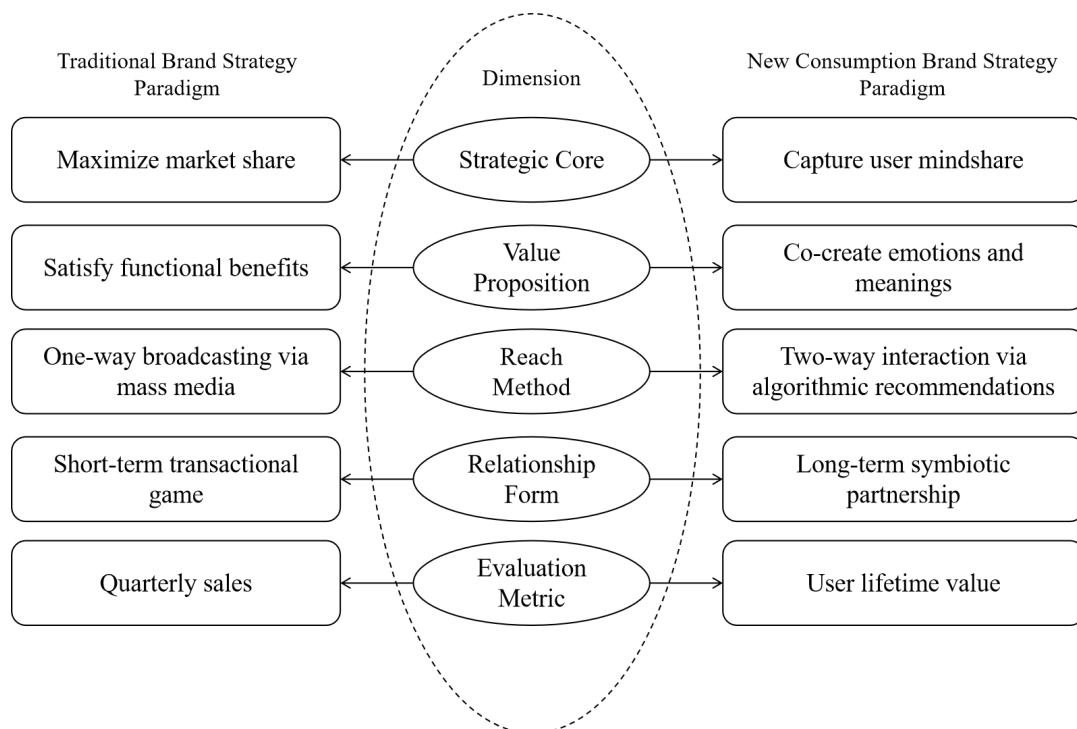
This study hopes to provide theoretical support for understanding brand growth under new consumption and enrich the theoretical system of brand management through pure theoretical perspective. At the methodological level, this study emphasizes logical deduction and conceptual analysis, trying to reveal the deep laws behind the phenomenon and avoid falling into the empirical pattern. This will help to clarify the theoretical boundary of brand marketing in the new environment, provide abstract strategic guidance for brand practice, and help brands achieve sustainable development in an uncertain environment.

**2. Consumption changes and the evolution of marketing logic**

The essence of the new consumption trend is the dual drive of technological empowerment and humanistic return. From the theoretical connotation, new consumption is characterized by stratification, content and immediacy on the demand side, which indicates that consumers have changed from passive recipients to active participants. This change leads to the structural change of consumer behavior paradigm, and the decision-making path is no longer linear, but presents the characteristics of network interaction. Traditional marketing logic is based on the "stimulus-response" model, emphasizing traffic acquisition and conversion rate, which belongs to transaction-oriented thinking [7]. In the context of new consumption, marketing logic must evolve to relationship-oriented. This means that brand focus needs to shift from short-term transaction performance to long-term user assets, and from one-way indoctrination to two-way interaction. The core of marketing is no longer simply selling products, but the construction of meaning system and the achievement of emotional resonance. The evolution of marketing logic is essentially the transfer of the subject of value creation, that is, the change from unilateral dominance of enterprises to collaborative creation between enterprises and consumers, which is the fundamental theoretical premise of brand strategy upgrading.

**3. Reconstruction of theoretical paradigm of brand strategy**

The theoretical paradigm reconstruction of brand strategy is the core measure to deal with the uncertainty of new consumption. Its necessity stems from the fundamental changes in the market environment and the decline of the explanatory power of traditional theories. Brand positioning is no longer a static slogan, but a dynamic concept that flows with consumers' cognition. Brand positioning needs to respond to community feedback in real time to correct the deviation [8]. The elements of marketing mix have also been digitized and reorganized. On this basis, the value dimension of brand equity model can be expanded, from simple financial value to social value and emotional value. This model emphasizes the deep meaning of brand as a cultural symbol and the sense of community belonging.



*Figure 1 Comparison of Brand Strategy Paradigms in Traditional and New Consumption Contexts*

Figure 1 shows the transformation of strategic core from market share to user's mind. The way of reaching is changed from mass media to accurate algorithm, and the evaluation index is changed from short-term sales volume to long-term life cycle value. This reconstruction is not a total negation of traditional theory, but an iterative upgrade based on new logic. Its purpose is to solve the lack of explanatory power and guidance of traditional models [9]. Brand main body must realize that the

essence of strategy upgrading is the fundamental change of value creation logic, not the repair of tactics or the update of tools. By establishing dynamic positioning mechanism and content combination strategy, brands can maintain theoretical self-consistency and practical agility in complex environment and avoid falling into competitive disadvantage due to path dependence. The new strategic framework will guide the brand to establish a sustainable competitive advantage and realize the theoretical closed loop from flow operation to retention operation. This paradigm reconstruction also implies the matching requirements of organizational capabilities, that is, the internal structure of the brand needs to support the flexibility of external strategies to ensure that the theoretical model can be implemented as specific management actions.

#### 4. Analysis of the interactive mechanism of value co-creation

The analysis of the interactive mechanism of value co-creation constitutes the core link of brand strategy landing in the new consumption context. Its theoretical essence lies in reconstructing the power structure between brands and consumers. The traditional value chain logic is replaced by the value network logic, and the inter-subjective relationship between brands and consumers is established. The two sides are no longer the opposition between subject and object, but the subjects of equal interaction. Consumers are no longer passive value recipients, but active value producers. This change requires the brand to redesign the interaction path to adapt to the new production relations. Table 1 shows the proposed multi-dimensional interaction mechanism of value co-creation.

*Table 1 Multidimensional Interactive Mechanism of Value Co-creation*

Interactive Level	Brand Role Positioning	Consumer Role Positioning	Value Flow Pattern	Core Driving Mechanism
Transaction Level	Functional Provider	Demand Satisfier	Bidirectional Linear Exchange	Efficiency and Convenience
Emotional Level	Content Planner	Emotional Resonator	Networked Interactive Feedback	Experience and Identification
Social Level	Community Enabler	Cultural Disseminator	Multi-center Diffusion	Meaning and Belonging

This mechanism divides interaction into three dimensions: transaction layer, emotion layer and social layer. At the transaction level, the two sides exchange based on functional requirements, and the value flow is linear in both directions, with the emphasis on efficiency improvement. On the emotional level, brands provide experience content, consumers feedback emotional identity, and the value flow presents a network interaction, with the focus on resonance. At the social level, the two sides jointly build community culture, and the value flow is multi-center diffusion, with the focus on meaning generation. This hierarchical mechanism ensures the systematicness and hierarchy of value creation and avoids the shallowness of interaction. In this process, social networks play the amplification effect of word-of-mouth communication, and individual experience is transformed into group consensus through social relationship chain, thus reducing the trust cost of brands. Understanding and applying this interactive mechanism is very important for brand transformation from one-way transmission to two-way co-creation. This mechanism explains the process of value generation, and provides a theoretical tool for brands to manage consumer relations, making the abstract concept of co-creation operational. By optimizing the interactive process, the brand can reduce the cost of customer acquisition and enhance user loyalty, and finally complete the closed-loop verification of marketing logic in theory. This mechanism emphasizes the regulatory role of data feedback in interaction. Brands need to monitor the quality of interaction in real time to dynamically adjust their strategies to ensure that value co-creation always runs along the established theoretical track.

#### 5. Sustainable development path of ecological synergy

The sustainable development path of ecological synergy marks the transformation of brand competition from single game to system symbiosis. The trend of blurring the boundaries of brand ecosystem requires enterprises to break the boundaries between internal functional barriers and external industries, and realize the dynamic allocation of resources and complementary sharing of capabilities. The strategy internalization mechanism of the concept of sustainable development requires brands to integrate social responsibility into the core value chain, not just as external decoration. This makes ethical value an important part of brand equity. In the study, the dimension matrix of brand ecological synergy is put forward, as shown in Figure 2.

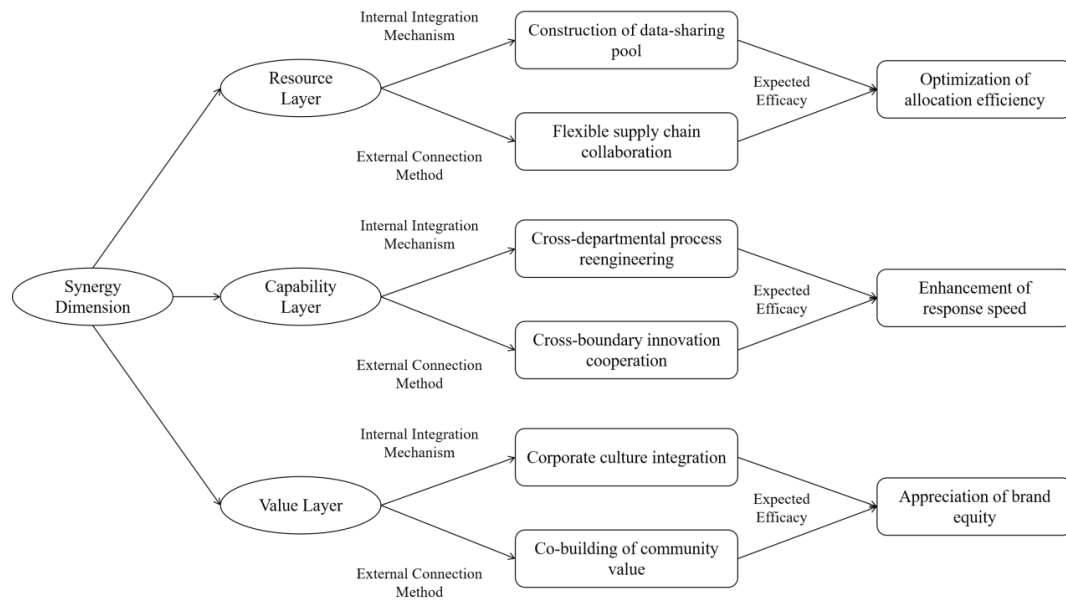


Figure 2 Brand Ecosystem Synergy Dimension Matrix

The coupling of organizational agility and marketing adaptability is the key to maintain ecological vitality, and brands need to establish an organizational structure that responds quickly to market changes to ensure that marketing strategies can be dynamically adjusted with environmental fluctuations. The theoretical support and realization path of brand long-term doctrine emphasizes giving up the temptation of short-term traffic and pursuing the maximization of user life cycle value instead. This requires the brand to find a balance between strategic strength and tactical flexibility. Ecological synergy involves the distribution of commercial interests and the co-creation of social values. Brands need to empower partners through an open platform to form a mutually beneficial and symbiotic value network. Data-driven decision-making plays a regulatory role in ecological collaboration, and brands need to use big data technology to optimize resource allocation efficiency and reduce transaction costs in the process of collaboration. By building an open and inclusive ecosystem, brands can gain anti-vulnerability ability in an uncertain environment and realize the dual sustainable development of theory and practice.

## 6. Conclusions

Consumption change is not only the upgrading of demand, but also the fundamental evolution of marketing logic. Brands must shift from transaction orientation to relationship orientation to adapt to the rise of consumer sovereignty. The theoretical paradigm reconstruction of brand strategy is the key to deal with uncertainty, and dynamic positioning and content reorganization constitute the core elements of the new strategy framework. The traditional static model can no longer explain the current market interaction. The analysis of the value co-creation mechanism reveals the importance of the inter-subjective relationship between brands and consumers. Ecological synergy path shows that brand competition has evolved into systematic symbiosis, and organizational agility and long-term philosophy are the basis for maintaining ecological vitality.

In this study, social value and emotional value are included in the core evaluation system, which makes up for the lack of explanatory power of traditional theories in the new consumption context. The research emphasizes that brands need to break through online and offline barriers through digital means, so that consumers can get a coherent value experience at any contact, thus strengthening the continuity of co-creation. Data-driven decision-making plays a regulatory role in ecological collaboration, and brands need to use big data technology to optimize resource allocation efficiency. This study focuses on the macro-logic deduction, but does not involve the micro-discussion of specific industry differences, which limits the pertinence of the strategy to some extent. Future research can be based on this, combined with specific industry attributes for detailed analysis, or introduce empirical data to verify the effectiveness of the theoretical model. The survival and development of brand in the new consumption era depends on whether it can deeply understand the logical evolution, successfully reconstruct the strategic paradigm and effectively activate the value co-creation mechanism. In this way, the brand can establish its competitive advantage in the transformation, realize the theoretical closed

loop from flow operation to reserve operation, and complete the final transition to ecosystem governance.

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