

The Impact of Traffic Marketing on Consumer Behavior: A Case Study of CASETIFY

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ABSTRACT

With the rapid development of digital marketing, traffic marketing has become an important strategy for brand promotion. As the two core methods of traffic marketing, star effect and co-branded marketing have a profound impact on consumers' purchase behavior. This paper uses CASETIFY, a well-known mobile phone case brand, as a case study to explore how traffic marketing impacts consumer purchase behavior through brand loyalty as an intermediary variable. Using case analysis and data research, this paper offers recommendations for optimizing traffic marketing strategies to help brands maintain a competitive edge in a crowded market.

KEYWORDS

Traffic marketing; star effect; co-branded marketing; consumer behavior; brand loyalty; CASETIFY

1 Introduction

With the rapid development of digital marketing today, traffic has become an important indicator to measure brand exposure and market influence. As a strategic way to achieve brand promotion by using star effect, joint cooperation and cross-border marketing, traffic marketing is receiving high attention from enterprises and academia. CASETIFY following from famous, for example, this paper explores how traffic marketing through the intermediary variables of brand loyalty influence consumer buying behavior, and answer traffic marketing theory and its development course, CASETIFY marketing strategy for the specific influence of consumer behavior and brand loyalty of the intermediary role in it. To achieve this purpose, This paper combines case analysis and questionnaire surveys to systematically outline the development history and marketing strategies of the CASETIFY brand, extracting key operations in its traffic marketing model. With the questionnaire survey data on the other hand, collect the consumer to star effect, the attitude of the factors such as joint marketing and user participation and feedback, and use the statistical model to validate the hypothesis, thus for enterprise in the fierce market competition environment develop accurate marketing strategy to provide theoretical support and practical guidance.

2 A flow, marketing theory and the development background (reference: flow of consumer behavior analysis and strategy of marketing to explore)

2.1 Definition and theoretical basis of traffic marketing

Traffic marketing is a marketing model that relies on digital platforms to attract and gather a large number of target audiences through social media, search engines, short videos and other channels, and transforms these traffic into brand awareness, user participation and even actual purchase behavior. The theoretical basis of traffic marketing covers consumer behavior theory, brand communication theory and network effect theory, and integrates emerging concepts such as data analysis. With the help of strategies such as celebrity endorsement and co-branding, enterprises can not only quickly obtain a large amount of traffic, but also further strengthen their brand influence by using social identity. Through continuous monitoring of users' browsing, search and interaction behaviors, enterprises can gain deeper insight into consumers' needs, develop more accurate promotion strategies, and continuously optimize user experience through two-way interaction.

2.2 Traffic marketing the development course and present situation

With the continuous progress of Internet technology and the wide popularization of social media, traffic marketing is changing from traditional advertising promotion to digital precision marketing. Early, the enterprise mainly through television, newspapers and the simple portals and search engines display advertising, preliminary reflected the great potential of the network traffic; Nowadays, brand using Weibo, TikTok, new media platforms such as WeChat through SEO optimization, social media marketing and interactive content diversity strategy, promote the interaction between the whole channel, precise positioning target users, constantly strengthen brand and emotional ties between the user, thus in

the fierce market competition constantly optimize the marketing effect and conversion rates.

2.3 The strategic significance of traffic marketing in brand promotion

In the era of digital economy, traffic marketing is not only a promotion tool, but also represents a kind of strategic thinking. It takes data as the core driving force, realizes the building of brand image and the construction of long-term relationship with consumers through continuous user interaction and the dissemination of brand stories. Enterprises with accurate traffic access and data driven personalized promotion, rapidly improve brand exposure and market influence, and prompt consumers to form the brand loyalty and purchase intention for a long time, makes the exposure, transformation and loyalty in a short period of time synchronization, to bolster its advantage in the fierce market competition and business value.

3 CASETIFY brand case analysis (reference: based on the trend, CASETIFY open following "ceiling")

3.1 Brand overview and development process

Born in the digital age, CASETIFY quickly rose to prominence in the global market with the idea of subverting the traditional mobile phone case protection function. The brand skillfully integrates technology and fashion, and takes the lead in launching customized products, transforming mobile phone cases into carriers to express personality and aesthetics. With the help of Instagram and other social platforms, CASETIFY has quickly gathered a lot of attention. With its unique design style and cross-border cooperation with domestic and foreign artists and well-known brands, Casetify has continuously brought forth new ideas, won the favor of young consumers in more than 180 countries around the world, and continuously refreshed the industry benchmark.

3.2 Market positioning and target customers

CASETIFY is precisely targeted at young consumers who pursue individuality and trends, especially those who are keen on social media, follow fashion trends and enjoy a digital lifestyle. For these young people, mobile phone cases are not only a tool to protect their devices, but also a social currency to show their personal style and attitude towards life. Through precise market positioning and differentiation strategies, the brand is committed to providing unique designs and customized services for consumers who pursue high-quality life. Despite the fact that its product prices are higher than the middle and low-end phone cases in the market, CASETIFY has managed to stand out from the fierce competition by virtue of its excellent product performance, unique customized experience and close interaction with stars and opinion leaders, forming a distinct brand image and a highly sticky user group.

3.3 The core competitive advantage and brand image building

CASETIFY's core competitive advantage lies in its keen market insight and rapid product iteration ability. The brand not only invests a lot of resources in research and development, repeatedly testing to ensure that the case has excellent protection performance, but also constantly innovating to meet the needs of consumers for personalized and fashion trends; Also through cross-border cooperation with internationally renowned designers, stars, fashion brands and art teams, the brand continues to refresh consumers' awareness of the product, and create a brand image with creativity, personality and fashion pioneer. In addition, CASETIFY actively practices the concept of sustainable development, adopts environmentally friendly materials and recycling mechanism, which not only enhances the added value of products, but also greatly enhances the brand loyalty of consumers. With the comprehensive advantages, CASETIFY in always maintain leading position in the intense market competition, become the new benchmark for following from industry.

4 CASETIFY Traffic Marketing strategy Practice (Reference: IP Marketing +AI Application: Reshaping traffic ecology Innovate precision marketing)

4.1 Star effect strategy

Celebrity endorsement is one of the most common and effective strategies in traffic marketing. CASETIFY has created co-branded products through long-term collaborations with world-renowned celebrities and opinion leaders. as to quickly increase brand exposure and convey brand value through their huge fan base and extensive interaction on social platforms. This cooperation is not only the brand won a lot of attention on social media, have greatly stimulated the fans to buy more enthusiasm, brings significant traffic and sales. With BLACKPINK joint series, for example, in 24 hours online

quickly sold out, and trigger a buzz on Twitter, success on the global trend of topic list, fully shows the star's powerful drive role in brand marketing.

4.2 Co-branding and crossover marketing

Joint cooperation as an important carrier of brand innovation, make CASETIFY continuously introduce and limited products of conjunction of the trends and consumer demand. With fashion brands, well-known artists and IP (e.g., SANRIO, DISNEY, etc.) of cross-border joint, create both with scarcity and the custom series of full of fashionable feeling, satisfy the pursuit of personalized and unique design, consumers also greatly enhance the brand culture connotation and market competitiveness. Cooperate with street artist KAWS series products, for instance, once launched quickly sold out, and drive the official brand mall and social platform flow surge, fully demonstrated the cross-border cooperation in promoting brand image and dissemination of a key role.

4.3 User engagement and personalized marketing

In the digital era, user engagement has become an important indicator to measure the effectiveness of traffic marketing. CASETIFY through online interactive activities actively, encourage consumers to participate in product design, creative activities and experience sharing, so as to realize the user-centered personalized marketing. Brand not only by opening a limited edition following custom activity, let consumer personally participate in product creation, enhance the sense of belonging and brand identity, also use data analysis and personalized recommendation constantly optimize the content of marketing and promotion strategy, make each consumer can enjoy the customized shopping experience. The depth of interaction and user generated content (UGC) is widely spread, not only effectively enhance the brand heat and user satisfaction, also greatly enhance the brand loyalty.

5 Influence mechanism of consumer behavior -- Questionnaire analysis

5.1 Questionnaire design and sample introduction

To delve into traffic marketing influence on consumer behavior, this paper designed a cover star, joint marketing, user participation and brand loyalty and other aspects of the questionnaire. The questionnaire survey sample size of 200 people, mainly for 18 to 35 years old of young consumer groups, this group has a higher frequency of Internet use and strong brand willingness to spend. In the survey sample, the ratio of males to females is nearly equal, with the 18-24 age group accounting for as much as 79.0%. Under the influence of digital marketing and social media advertising, the purchasing behavior of young consumers tends to receive more attention, making the consumption potential of this age group highly significant. Through this questionnaire, this paper will explore the impact of traffic marketing (star effect and co-branded marketing) on the purchase intention, brand awareness and loyalty of CASETIFY brand consumers.

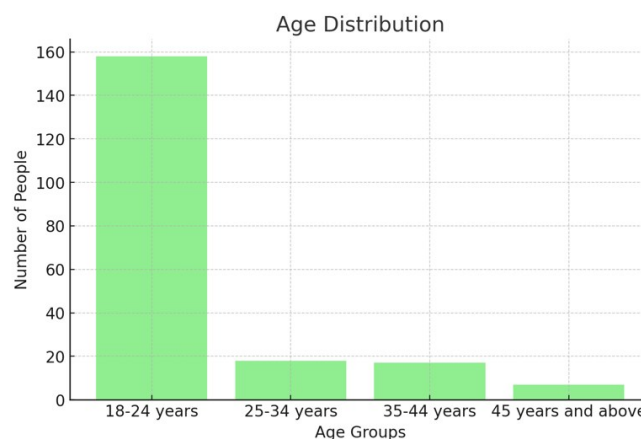


Figure 1 Age Distribution

5.2 Influence of star effect on consumers' purchase intention

Survey data show that celebrity endorsements have a significant direct impact on consumers' purchase decisions. About 73.5% of the respondents said they would buy products because of celebrity endorsements. This shows that the direct effect of celebrity endorsements on purchasing behavior cannot be ignored. At the same time, 59.5% of the

respondents follow celebrities' social media accounts, which further emphasizes the importance of social media in modern consumer decision-making, and also proves that celebrity endorsement can effectively influence consumers' purchasing decisions. It is worth noting that 79.0% of the respondents believe that products endorsed by celebrities are more attractive than ordinary products, especially among young consumers. However, 21.0% of the respondents showed a lack of interest in the products endorsed by celebrities, which suggests that brands should pay more attention to the matching degree and image correlation between spokespersons and products when selecting spokespersons. In general, the majority of respondents believe that the positive image and word-of-mouth of celebrities can significantly enhance their trust in the brand, thus promoting the occurrence of purchase behavior.

Celebrity-Endorsed Products Attractiveness

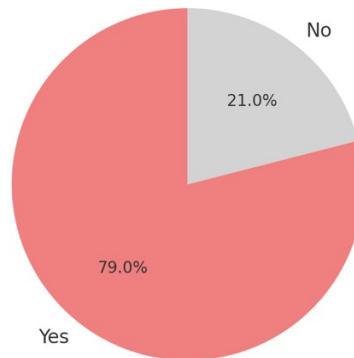


Figure 2 Celebrity-Endorsed Products Attractiveness

5.3 The effect of co-branded marketing on brand recognition and trust

Co-branding makes brand products show uniqueness in design and function, thus effectively enhancing consumers' recognition and trust in the brand. 77.0% of respondents said they like to buy co-branded products, and 84.5% thought the design of co-branded products was more attractive, which indicates that co-branded marketing is not only the functional combination between the co-branded brands, but also the influence of the uniqueness and emotional resonance of product design on consumers' purchase decision. In addition, co-branded products can often stimulate consumers' freshness and curiosity, and alleviate price sensitivity to a certain extent, thus improving the premium ability of brands. These factors work together to further consolidate the trust between brands and consumers.

Co-Branded Products Attractiveness

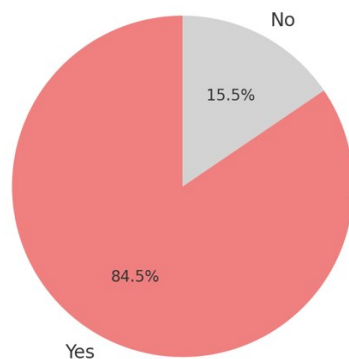


Figure 3 Co-Branded Products Attractiveness

5.4 Mediating effect of user engagement, brand loyalty and purchase behavior

Through the statistical analysis of the questionnaire data, the study found that consumers with high user engagement tend to have higher brand loyalty, and brand loyalty is an important factor driving repeat purchase. In other words, the emotional identification and interactive experience generated by users when participating in brand activities play a mediating role in connecting traffic marketing with actual purchase behavior. 88.5% of the respondents said they would

choose the same brand in multiple purchases, indicating high brand loyalty. At the same time, 94.0% of respondents were willing to recommend their favorite brands to others. Brand loyalty and word-of-mouth effects significantly affect consumers' purchasing decisions. In addition, 65.5% of the respondents believed that after-sales service was an important factor in choosing a brand, which indicates that in addition to product quality, brands also need to provide quality after-sales service to enhance consumer trust and satisfaction. Comprehensive analysis shows that celebrity endorsements and co-branded products significantly affect consumers' brand awareness and purchase intention, while brand loyalty and after-sales service play a crucial intermediary role in this process. High brand loyalty can further enhance the influence of celebrity endorsements and co-branded products on consumers' purchase decision.

Brand Loyalty in Multiple Purchases

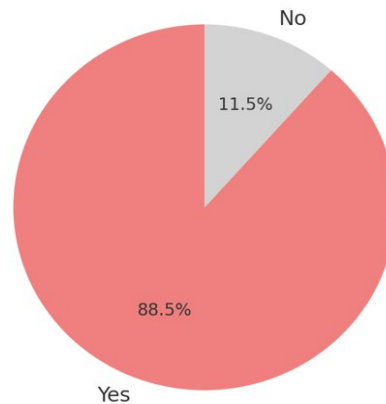


Figure 4 Brand Loyalty in Multiple Purchases

Importance of Brand After-Sales Service

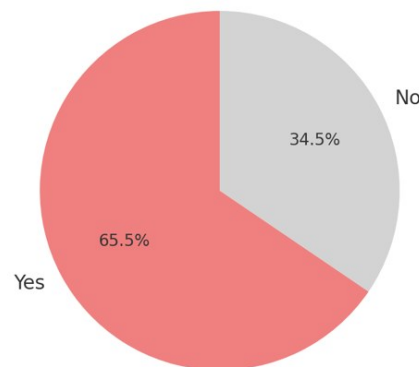


Figure 5 Importance of Brand After-Sales Service

5.5 Model building and hypothesis testing

Based on the survey data, this paper verifies the relationship among star effect, co branded marketing, user engagement and brand loyalty. Results show that the brand loyalty in the star effect and joint marketing effect in the process of consumer purchase behavior has significant intermediary effect. This finding provides a strong empirical basis for the optimization of traffic marketing strategies. Brands should pay special attention to the needs of young consumers, because young consumers have a high interest in celebrity endorsement and brand co-branding, so brands should launch more endorsement cooperation and co-branded products that meet the needs of this group. At the same time, improving the quality of after-sales service is also crucial, and brands should strengthen brand loyalty through continuous quality experience, thus promoting long-term customer stickiness and word-of-mouth communication. In conclusion, celebrity endorsement, brand co-signing and high-quality after-sales service have a significant impact on consumer purchase behavior, especially among young people. Brand loyalty and emotional design will become key factors to increase sales and enhance market competitiveness.

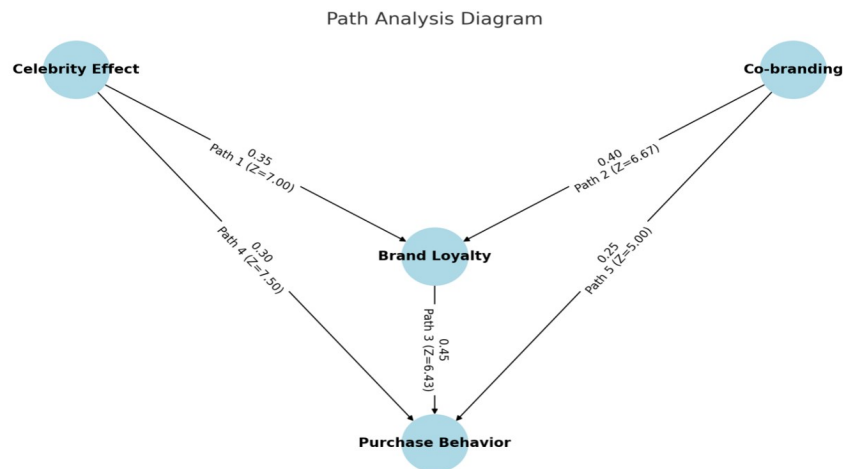


Figure 6 Path Analysis Diagram

6 Suggestions for innovation and optimization of traffic marketing strategies

6.1 Diversified marketing path exploration

On the basis of ensuring the effectiveness of core traffic marketing strategies, brands should further explore diversified marketing paths to expand brand influence. Through multi-channel linkage, such as combining with emerging forms such as short video and live broadcasting, brands can continuously increase exposure and sales growth. In addition, brands can also interact with consumers through social media platforms, online and offline activities, and deliver personalized ads with precision, thus strengthening the connection between brands and consumers. On this basis, brands should deepen the fan economy and enhance interaction and fan loyalty through forms such as exclusive limited editions for star fans and customized activities for fans. At the same time, brands can also expand the market circle through cross-border cooperation, explore the association with brands in the fields of trendy play, luxury, technology and so on, break through the limitations of the product itself, further build a trendy lifestyle brand, and attract a wider range of consumer groups.

6.2 Create differentiated content and brand stories

In terms of content marketing, enterprises should focus on differentiation and story-based expression, and create brand stories with emotional resonance by mining the brand's history, cultural background and innovative ideas. This can not only attract consumers' attention, but also form a unique brand identity in the highly competitive market, help brands establish deep emotional connection, and enhance consumers' loyalty and brand stickiness. At the same time, regional content customization can be carried out in combination with cultural differences in different markets to enhance the brand identity with local consumers.

6.3 Data-driven precise traffic operation

Brands should make full use of big data and artificial intelligence technologies to deeply analyze user behavior and consumption preferences to achieve accurate traffic acquisition and effect evaluation. With in-depth insights into consumers, brands can target promotions more effectively, optimize AD delivery strategies, and improve conversion rates. Data-driven marketing decisions can help brands capture market dynamics in real time, flexibly adjust marketing strategies to improve traffic conversion rates and brand loyalty, emphasize "long-term collaboration" rather than short-term exposure, create sustained IP collaboration, cultivate long-term brand memory, and ultimately achieve sustainable marketing results and high return on investment (ROI).

7 Conclusions and Prospects

7.1 Main findings and theoretical contributions

Through the case study of CASETIFY brand traffic marketing strategy and questionnaire survey data, this paper reveals the key role of star effect and co-marketing in promoting consumer purchase behavior. The results show that brand loyalty plays a significant mediating role in the influence of star effect and co-marketing on consumers' purchase decisions. This finding enriches the theoretical system in the field of traffic marketing and consumer behavior, emphasizes

the importance of brand loyalty in modern marketing strategies, and provides practical guidance for enterprises to develop precision marketing strategies.

7.2 Implications and suggestions for marketing practice

Enterprises should actively embrace traffic marketing in the digital era, and enhance brand exposure and consumer engagement through various ways such as star effect, cross-border co-branding and user interaction. Combining big data and intelligent technology to build a consumer-centered precision marketing system can not only improve the brand image, but also effectively promote the growth of sales performance. In addition, brands should also explore the shaping of long-term value while focusing on the accumulation of short-term traffic, so as to further enhance the deep connection and trust between brands and consumers and ensure the sustainable development of brands.

7.3 Research limitations and future prospects

Although this paper adopts the research method of combining case analysis and questionnaire survey, due to the limitations of sample size and survey area, there are still some shortcomings in the generalization of research conclusions. Future research can expand the sample scope and combine more brand cases to further verify the deep impact of traffic marketing on consumer behavior. In addition, with the continuous progress of technology and the changing needs of consumers, traffic marketing will take on richer and more diverse forms under the background of new technologies. Therefore, future research should also focus on the exploration of innovative models of traffic marketing to promote brand marketing into a new stage of development.

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