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A Study on the Influence Path of Corporate Marketing Strategies on Consumer Purchase Intention Based on XG Boost Algorithm

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ABSTRACT

In order to satisfy consumers' needs, enterprises must conduct in-depth research on consumers' purchasing behaviours and design and develop marketing strategies based on the characteristics of consumers' needs. The article takes 4P marketing theory and SOR model as the guide, and establishes a consumer purchase intention model in combination with the consumer behaviour model. The questionnaire is designed from the product value, price range, channel optimisation, and promotional efforts of the enterprise marketing strategy, and the validity of the questionnaire is tested by principal component analysis. Then meta-analysis method was used to explore the correlation of each variable, and the SEM model was combined to explore the influence path of corporate marketing strategy on consumer purchase intention. The Q-value of the hypothesised relationship of consumer purchase intention ranges from 446.137 to 814.535 and is significant at 1% level, and the correlation coefficients of each variable in the model with consumer purchase intention are more than 0.35. The indicators of model fit, CMIN/DF and RMSEA, are 1.076 and 0.015 respectively, and the path coefficient of the value of the product in the marketing strategy on the purchase intention is the largest at 0.076. The path coefficient of product value on consumers' purchase intention in marketing strategy is 0.369, and the development of enterprise marketing strategy needs to actively expand marketing channels and design differentiated product and service programmes, so as to enhance consumers' recognition of the enterprise brand to stimulate their purchase intention.

Keywords: SOR model, principal component analysis, meta-analysis, SEM, marketing

1. Introduction

In recent years, with the advent of the Internet era, the rapid development and popularity of all-media has had a great impact on consumers' purchasing intentions. Before purchasing goods or services,

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consumers often obtain information through multiple channels and make decisions based on such information. Therefore, enterprises need to develop effective marketing strategies for the characteristics of new media in order to satisfy consumers' needs and increase their purchase intention [1-4].

Firstly, marketing strategies can influence consumers' ideologies and perceptions. Advertising and sales promotion are the two main means of marketing, which change consumers' perception and ideology by repeating and stimulating their brain nerves. By advertising and packaging their products, companies can create an image of their products that meets the needs of consumers [5-8]. Secondly, marketing strategies can also have an impact on consumers' feelings and emotions. Consumers' purchasing behaviour is often driven by emotions and moods, and by creating consumers' emotional resonance and triggering consumers' moods, companies can effectively attract consumers [9-10]. In addition, marketing strategies can also influence consumer identity. Consumers' purchasing decisions are often influenced by society and identity, and by creating appropriate identity and social recognition, companies can make consumers purchase for their products. Overall, marketing strategies have a contributing effect on consumers' willingness to buy [11-14]. Consumers' purchasing behaviour is influenced by many factors, including the product itself, price, brand, channel and so on. Marketing strategies can influence consumers' purchase intention by providing added value to goods, increasing price perception, brand awareness, etc [15-16].

Literature [17] explored the impact of both mobile marketing and social media marketing on consumers' willingness to purchase real estate. A survey was conducted on 100 Internet users in a region and analysed through structural equation modelling to conclude that mobile marketing and social media marketing are conducive to promoting consumers' willingness to buy. Literature [18] discusses the impact of social media marketing on consumer purchase intention. Weibo-consumer purchase intention‘ model was constructed through bibliometrics, and a questionnaire was developed for Weibo users to assess the influence of social media on users' purchase intention, and it was pointed out that the factors affecting consumers' purchase intention are famous foot traffic, brand promotion, and so on. Literature [19] aims to analyse the relationship between satisfaction and purchase intention through social media user characteristics. After a 3-week questionnaire, it was concluded that the impact of companies' social media content on consumers' satisfaction and purchase intention is very high, which is an important reference for companies that establish media marketing strategies. Literature [20] describes that e-marketing is the latest marketing strategy that can get more targeted consumers, as consumers are more interested in social media, which leads to social media platforms to be the first choice for companies to advertise and market their products. Literature [21] aims to explore the impact of social media marketing campaign elements on consumer engagement with brand knowledge. A survey of respondents using quantitative methods and sampling techniques showed that interaction variables are positively correlated with consumer engagement and that consumer engagement is a positive influence on branding. Literature [22] investigated the impact of social media marketing on consumer purchase intentions during the New Crown epidemic. Interviews and surveys with 240 online consumers concluded that social media marketing stimulated consumer purchase intentions during the New Crown epidemic. Literature [23] examined the impact of social media marketing and product engagement on consumers' willingness to purchase smartphones. A survey of 200 university students emphasised that the impact of social media marketing on consumers' willingness to purchase smartphones was significant. Literature [24] aimed at integrating information related to the theories of cognitive consistency and cue utilisation and examined consumers' perceptions of Netflix brands and purchase intentions. Samples from different social media were collected through an online survey, revealing that, factors such as brand authenticity and Netflix participation were positively correlated with consumers' attitudes and purchase intentions. Literature [25] suggests that successful marketing strategies can contribute to sustainable business development. Applying a quantitative method based on primary data to develop a questionnaire and analysing the valid questionnaires, the results show that trust and social media marketing have a significant impact on consumers' purchase intention.

Consumers are constructed in combination with consumer psychology, accurately grasping consumer psychology and focusing on the role of consumers in the market, which is the basis for ensuring the feasibility and effectiveness of corporate marketing strategies. This paper takes the 4P marketing theory and SOR model as the theoretical basis for establishing the consumer purchase intention model, designs the research hypothesis of enterprise marketing strategy on consumer purchase intention with product value, price range, channel optimisation, and promotional efforts as the explanatory variables, and designs the corresponding survey questionnaire. The main factors affecting consumers' purchase intention are extracted through principal component analysis, and meta-analysis is introduced to explore the correlation between the variables in the model and consumers' purchase intention, to construct the SEM path hypothesis of the influence of marketing strategy on consumers' purchase intention and to make a test.

2. Rationale and modelling

Enterprises to develop marketing strategies to consider the characteristics of consumer behaviour. Consumer behaviour is built on the consumer psychology, requiring marketers to accurately grasp the consumer psychology, focus on its role in the market, which is to ensure the effectiveness of enterprise marketing behavior of the basic requirements. Consumer purchasing behaviour in different regions presents different characteristics, through the analysis of enterprise marketing strategy on consumer purchasing intentions, is conducive to enterprises based on the actual situation of the choice of marketing strategy.

2.1. Relevant theoretical foundations

2.1.1. 4P Marketing Theory. The 4P marketing theory is an important concept of marketing elements in the field of marketing, which summarises the marketing elements into four categories, mainly referring to product, price, channel and promotion [26]. Specifically as follows:

1) Product refers to the goods or services provided by the enterprise to the market, which can meet the needs of consumers. Enterprises need to effectively position the product use value and added value.

2) Price refers to the amount that consumers are willing to pay in order to satisfy their needs, and enterprises need to focus on the transfer value of goods or services to better attract consumers to buy.

3) Channel refers to the way between the enterprise to sell products to consumers. At present, enterprises usually adopt dealers and distributors as the second and third level channels, so as to establish links with consumers. In addition, there are also some companies that sell directly to consumers through the use of direct channels.

4) Promotion refers to a series of activities carried out by enterprises to stimulate consumers to buy goods, mainly including online advertising, public relations, offline business activities, personnel promotions and so on.

To sum up, the essence of 4P marketing theory is the basis for enterprises to formulate marketing strategy, through the effective combination of products, prices, channels, promotions and other elements, so that enterprises can better meet the market demand and complete the sales target.

2.1.2. Consumer behaviour models. Consumer behaviour describes the many different reasons that people consider when choosing and using a substance or service, and that change over time and place. Often referred to as personal preferences, these principles reflect the capabilities that people have when choosing and using a substance or service. Exploring and analysing consumer needs and preferences in depth will influence a company's marketing decisions and can greatly enhance its success.

The theory of consumer behaviour aims to explore the way in which human beings achieve a higher standard of living by purchasing different types of substances or services in order to obtain more rewards. When people choose to buy something, they want its actual usage to be as high as possible. Therefore, when manufacturing a new product, a company should prioritise the impact of that product on people's actual usage. The theory of consumer behaviour originated from the SOR model, which led to the construction of the consumer behaviour model framework shown in Figure 1 [27]. Taking the consumer's response pattern to stimuli as a starting point, it is believed that marketing stimuli and other stimuli in the environment have a greater impact on the characteristics of consumer buying behaviour as well as the buying decision process. Thus, certain responses are made as a way to satisfy consumer purchase intentions.

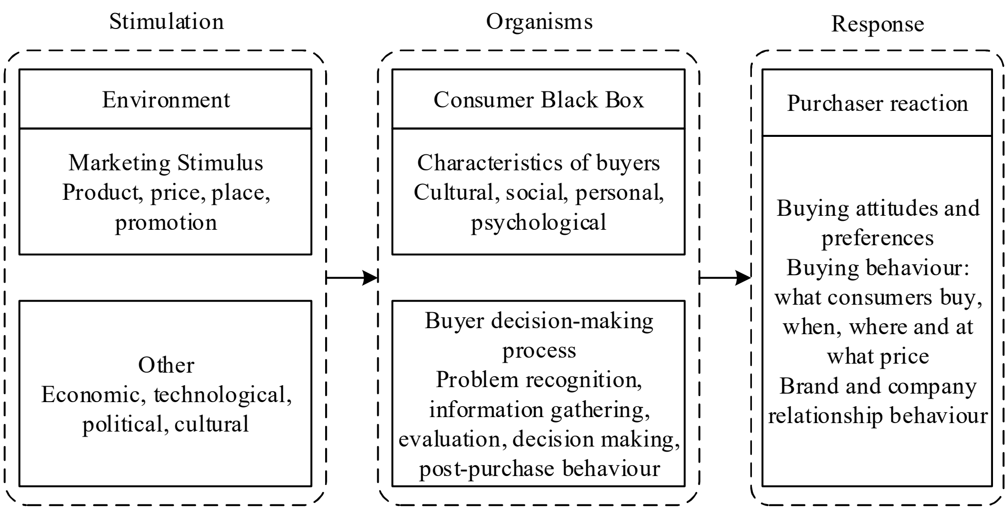

Fig. 1. Consumer behavior model

2.2. Hypothesis formulation and model construction

2.2.1. Research hypothesis design. Based on the 4P marketing theory, this paper addresses the impact of corporate marketing strategy on consumer purchase intention to construct research hypotheses. Specifically as follows:

For consumers, the most influential purchase intention is the stimulation of product value, the essence of product value is the stimulation brought by product price to consumers, consumers get goods with high quality and low price, so the product value can have a key impact on consumer purchase intention. Product value is directly related to the economic level of consumers, product value through price reductions, gifts and other ways to influence consumer perception, thus affecting the consumer's willingness to buy and purchase behaviour. In the formulation of corporate marketing strategy, the appropriate price range can help consumers to clarify the cost-effectiveness of their purchasing behaviour, and from the price range, they can obtain the relevant products that are more in line with the perceived value of consumers.

Currently in the omni-channel media environment, corporate marketing strategy needs to clarify the degree of consumer understanding of corporate product information under different channels of promotion, which in turn provides support for consumers to buy enterprise-related products. In addition, a reasonable promotional strategy in the enterprise marketing strategy can help attract consumers to the degree of interest in the product, and then maximise the consumer's willingness to buy, to promote the effective implementation of the enterprise marketing strategy, and to enhance the effect of enterprise marketing.

Based on the above analysis, this paper puts forward the following research hypotheses:

H1: The value of the product in the enterprise marketing strategy has a significant positive impact on consumer purchase intention.

H2: Price range in corporate marketing strategy has a significant positive effect on consumer purchase intention.

H3: Channel optimisation in corporate marketing strategy has a significant positive effect on consumer purchase intention.

H4: There is a significant positive effect of promotional effort on consumer purchase intention in corporate marketing strategy.

2.2.2. Consumer Purchase Intent Modelling. In order to construct a theoretical model of the influence of corporate marketing strategy on consumer purchase intention and make the model scientifically feasible. This study is based on the research results of the influence of product strategy, price strategy, channel strategy and promotional strategy on consumers' purchase intention, and based on SOR theory, consumer behaviour model and other theories. The data and analysis results presented in the derivation of the theoretical model are used as the basis of reality, and the construction of the research model is completed by integrating the theoretical and practical bases. The model of the influence of corporate marketing strategy on consumer purchase intention is shown in Figure 2, which is mainly based on the relevant research assumptions in section 2.2.1 to illustrate the results of the influence of corporate marketing strategy on consumer purchase intention.

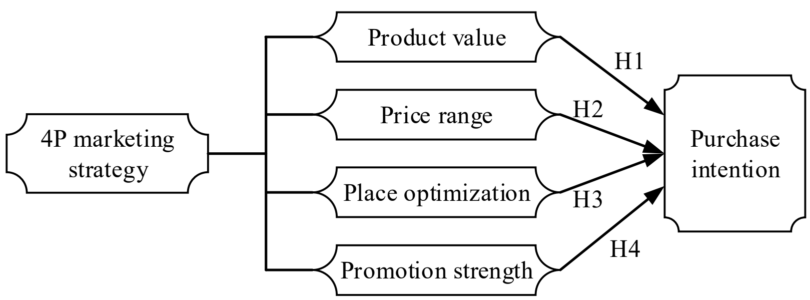

Fig. 2. Consumer purchase intent model

3. Research methodology and data collection

Marketing strategies are the various methods and plans used by companies to attract and retain consumers through product marketing strategies, price marketing strategies, promotional marketing strategies, and distribution strategies to help companies increase their market awareness and shape the public perception of the company's brand in order to stimulate consumers' willingness to buy. Effective corporate marketing strategies that innovate and meet consumer expectations are key to maintaining and enhancing brand loyalty.

3.1. MA-SEM model with principal component analysis

3.1.1. Meta-analytical structural equation modelling:

1) Meta-analysis. Meta-analysis (MA) is a statistical method that draws overall conclusions by pooling the specific effect sizes of each independent study as the basis for re-statistics of these effect sizes, and correlation coefficients between factors are also the most commonly used indicators in meta-analysis studies [28]. The study used CMA software for meta-analysis to integrate the correlation coefficients of the data of different variables and to analyse the data for heterogeneity and to test for publication bias in order to produce more reliable data. Rosenthal's Classic Fail-safe N test was used in this study in order to analyse the studies for publication bias. Heterogeneity reflects the real differences in effect

sizes across studies and is an important basis for random or fixed model selection. The study used the I^2 statistic to determine the degree of sample heterogeneity. Finally, the correlation coefficients between variables were calculated by bivariate correlation analysis to support the next step of the study.

2) Structural equation modelling. Structural equation modelling (SEM) is one of the important tools for multivariate data analysis based on the covariance matrix of variables to analyse the relationship between variables, which can effectively deal with the relationship between latent variables (concepts such as psychological, educational, social, etc.) and measured variables, and provide theoretical support for the study of consumer's willingness to buy [29].

The measurement model is expressed as:

$$\underset{(j\times i)}{X} = \underset{(j\times 1)}{\Lambda_X}\,\underset{(i\times 1)}{\xi} + \underset{(j\times 1)}{\delta} \tag{1}$$

$$\underset{(m\times n)}{Y} = \underset{(m\times n)}{\Lambda_Y}\,\underset{(n\times 1)}{\eta} + \underset{(m\times 1)}{\varepsilon}\,\varepsilon \tag{2}$$

The structural model is expressed as:

$$\underset{(n\times 1)}{\eta} = \underset{(n\times 1)}{B}\,\underset{(n\times 1)}{\eta} + \underset{(n\times 1)}{\Gamma}\,\underset{(n\times 1)}{\xi} + \underset{(n\times 1)}{\delta} \tag{3}$$

The MA-SEM model is constructed by combining meta-analysis and structural equation modelling, using meta-analysis to explore the changes in the effect value between the model variables, and then analysing the influence paths between the model variables through the SEM model, so as to clarify the influence of the enterprise's marketing strategy on the consumer's purchase intention.

3.1.2. Principal Component Factor Analysis (PCFA). Principal component analysis is the use of mathematical methods to represent a large amount of data that would otherwise need to be compared by downscaling it with a few principal components that encompass most of the information in the data. Not only are several principal components not highly correlated with each other, but several principal components cover most of the information represented by the previous indicators. SPSS software is used to process the data of the selected model variables, and several principal components that can represent most of the variables will be obtained through the data processing, and the specific value of each principal component can be calculated through the factor score matrix in the results of SPSS analysis.

Assuming s evaluation factor $X_1, X_2, X_3, \cdots, X_S$, matrix $X = \left(X_1, X_2, \cdots, X_S\right)$. orthogonal transformation matrix in the vector, to get s vertical direction axis, multiple correlated variables into uncorrelated unique variables on multidimensional variables to reduce the dimensionality. The steps of data analysis using principal component analysis are as follows:

1) Establish the original data matrix. m represents the total number of evaluations, n represents the total number of evaluation indicators, and the original data constitute matrix X as:

$$X = \begin{bmatrix} X_{11} & X_{12} & \dots & X_{1n} \\ X_{21} & X_{22} & \dots & X_{2n} \\ \dots & \dots & \dots & \dots \\ X_{m1} & X_{m2} & \dots & X_{mn} \end{bmatrix} \tag{4}$$

2) Standardisation of base data. The standardisation of the base eliminates the effects of different scales in the data itself. To wit:

$$X_{ij} = \frac{X_{ij} - \bar{X}_j}{s_j} \left(i = 1, 2 \ldots, m; j = 1, 2 \ldots, n \right) \tag{5}$$

where X_{ij} is the element in matrix X, $\bar{X}_j$ is the mean of the j th indicator and S_j is the standard deviation of the j th indicator.

3) Correlation matrix for data standardisation, i.e.:

$$R = \left| r_{jk} \right|_{p*p} \tag{6}$$

Where r_{jk} is the correlation of indicator j for indicator k.

4) Matrix eigenvalues and eigenvectors. Calculate the matrix eigenvalue $\lambda_i \left(i = 1, 2, \cdots, n \right)$ according to equation $\left| R - \lambda_j \right| = 0$, where $\lambda_n \geq 0$, find the eigenvectors $a_i \left(i = 1, 2, \ldots, n \right)$, $a_i = \left(a_{1i}, a_{2i}, \ldots, a_{ni} \right)$ of eigenvalue λ_i.

5) Calculate the number of principal components. Determine the number of principal components based on the principal component contribution rate and cumulative contribution rate, calculate the principal component F variance contribution rate. Then:

$$P_i = \frac{\lambda_i}{\sum_{i=1}^{P} \lambda_i} \tag{7}$$

The cumulative variance contribution is:

$$P = \sum_{i=1}^{P} P_i \left(i = 1, 2, \ldots, P \right) \tag{8}$$

Those with a cumulative contribution of variance of 80% or more are selected as principal components, and their eigenvalues $\lambda_1 \ldots \lambda_P$ corresponding to eigenvectors $a_1 = \left(a_{1i}, a_{2i}, \ldots, a_{ni} \right)$ principal components can be expressed as:

$$F_i = a_{1i} X_1 + a_{2i} X_2 + \ldots a_{ni} X_{ni} \left(i = 1, 2, \ldots, P \right) \tag{9}$$

6) Calculate the principal component composite score. The standardised raw variables are brought into the F_i expression for principal component score e_i, and the number of principal components is determined to be t. The composite score can be expressed as:

$$Z = \sum_{i=1}^{t} e_i G_i \tag{10}$$

where G_i is the eigenvalue contribution of the principal component.

3.2. Questionnaire and measurement of variables

3.2.1. Questionnaire design. This study uses ‘Questionnaire Star’ to design the questionnaire, and uses online questionnaire to conduct empirical research. The research subjects are mainly consumers who have had the intention to purchase in the past six months. In order to ensure the validity of the questionnaire, the questions used in this study are all derived from existing mature scales and designed in accordance with the strict requirements of questionnaire design. The main part of the questionnaire is:

1) The introduction of the questionnaire and the explanation of the terms of the relevant variables. By informing the questionnaire filler of the main purpose of this research and related content, it can make the filler have a basic understanding of this research, and also effectively delete a part of the non-target filler.

2) Purchase intention survey. The purpose of this part is to test what factors affect consumers' purchase intention in the purchase process. There are 19 question items in this part, all from the correlation scale of 5 variables. Among them, marketing strategy consists of four items each on product value, price range, channel optimisation and promotional efforts, and three items on consumer purchase intention. All items were in the form of Likert's 5-point scale, and respondents were asked to recall their most recent purchase experience and fill in the questionnaire according to their actual situation during the purchase process.

A total of 1,800 questionnaires were distributed through the Questionnaire Star platform, with 1,742 validly recovered. The data collected from the questionnaires were collected and organised to provide support for the data analysis carried out later in the paper.

3.2.2. Measurement of model variables. In the design process of the questionnaire, the scale is designed for each variable in the consumer purchase intention influence model, and its specific content is shown in Table 1. It mainly includes product value, price range, channel optimisation and promotional efforts. Through the measurement of variables to obtain the relevant data of consumer purchase intention under the influence of corporate marketing strategy, to provide a source of data for analysing the degree of influence between the two.

Table 1. Consumer purchase intention scale

Variable	Variable definition	Code
Product **value**	High-end products	PV1
	Service improvement	PV2
	Quality safety and reliability	PV3
	Product style fashion	PV4
Price range	The security rate is higher	PR1
	Price relative	PR2
	High Performance ratio	PR3
	Price is in line with value	PR4
Place optimization	Channel range	PO1
	Channel stability	PO2
	Channel propagation fast	PO3
	Channel type	PO4
Promotion strength	Reasonable promotion plan	PS1
	Clear range	PS2
	Good marketing	PS3
	Better promotion	PS4
Purchase intention	Consider buying	PI1
	Willing to buy	PI^{2}
	Happy to buy	PI3

4. Data analysis and hypothesis testing

Consumers' high demand for quality of life determines consumer behaviour, so enterprises in the development of marketing strategy in order to ensure that marketing behaviour is more efficient, we should focus on taking into account the characteristics of consumer behaviour. Enterprises want to meet consumer demand should be in-depth study of consumer purchasing behaviour, and according to the characteristics of consumer demand to design and develop products, so as to determine the premise of the target market, and then take targeted marketing strategies.

4.1. Statistical analysis of survey data

4.1.1. Descriptive statistical analyses. Based on the consumer purchase intention scale data obtained from the questionnaire, in order to carry out the subsequent analysis, it is necessary to carry out descriptive analysis of the collected valid questionnaires to determine whether they conform to normal distribution. The results of the descriptive statistical analysis of the questionnaire data are shown in Figure 3. Overall, the mean value of the scores in the questionnaire for product value, price range, channel optimisation and promotional efforts ranged from 3.513 to 3.986, with an overall mean of 3.719. The standard deviation of the mean of each model variable fluctuates around 1, indicating that the distribution of the questionnaire data is more concentrated and the distribution range is smaller. In addition, the absolute value of the skewness of each question item is less than 0.5, and the absolute value of the kurtosis is less than 2. This indicates that the data obtained through the questionnaire conforms to the normal distribution, which can provide data support for analysing the influence of corporate marketing strategies on consumers' purchase intentions.

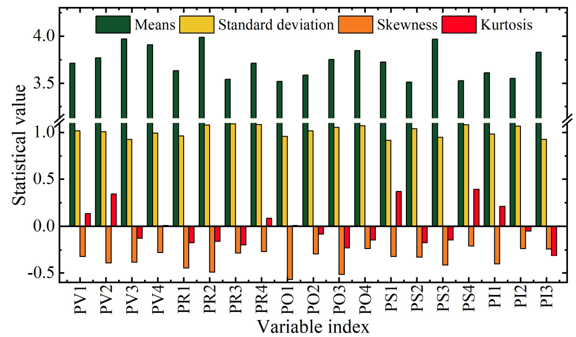

Fig. 3. Descriptive statistical analysis results

4.1.2. Analysis of the reliability of the questionnaire:

1) Questionnaire data reliability test. Reliability test is an important index to measure the reliability and stability of the questionnaire scale, this paper measured the reliability by Cronbach's α coefficient, which is usually considered to be greater than 0.75, and the higher the α coefficient value, the higher the reliability. The questionnaire scale of this study was designed with 5 variables and 19 measurement items, and the reliability was analysed using SPSS statistical software, and the test results are shown in Table 2. As can be seen from the data in the table, the Cronbach's α values of the five variables in this study are all greater than 0.85, the corrected item total correlation (CITC) values of the items range from 0.762 to 0.849, and the Cronbach's α values without deletion of items are greater than the ones after deletion of the items Cronbach's α values, indicating that there are no question items that need to be deleted from the scale. In conclusion, the questionnaire scale of this study passed the reliability test and has good reliability, which is suitable for the next step of testing and analysing.

Table 2. Reliability test results

Variable	Code	CITC	The deleted Cronbach’s α value	Cronbach’s α
Product value	PV1	0.778	0.787	0.853
	PV2	0.834	0.742	
	PV3	0.813	0.751	
	PV4	0.849	0.735	
Price range	PR1	0.797	0.746	0.914
	PR2	0.845	0.779	
	PR3	0.826	0.763	
	PR4	0.809	0.774	
Place optimization	PO1	0.813	0.787	0.876
	PO2	0.764	0.762	
	PO3	0.797	0.734	
	PO4	0.769	0.759	
Promotion strength	PS1	0.832	0.746	0.891
	PS2	0.816	0.761	
	PS3	0.783	0.789	
	PS4	0.777	0.743	
Purchase intention	PI1	0.762	0.776	0.907
	PI^2	0.791	0.764	
	PI3	0.839	0.758	

2) Questionnaire data validity test. After the sample data have been analysed for reliability, they need to be analysed for validity. Validity analysis is a method used to assess the degree of correctness of the questionnaire, which aims to measure the degree of reflection of the measurement results on the characteristics of the things to be measured. The higher the validity value, the more accurate the measurement results reflect the characteristics of the things to be measured, and the higher the correctness of the questionnaire.

In this paper, the validity of the research questionnaire data is firstly examined by using KMO and Bartlett's spherical test, and the results of KMO and Bartlett's spherical test are shown in Table 3. The KMO value of the overall scale is 0.917, and the KMO value of each subscale is more than 0.9. It indicates that the research data is very suitable for information extraction, which also indirectly reflects that the validity of the questionnaire is good. In addition, the approximate chi-square value of the Bartlett's test of sphericity for the overall scale was 25417.636, with a p-value of 0.001<0.01, which showed significance at the 1% level. It indicates that the data validity of the questionnaire is high and suitable for exploratory factor analysis.

Table 3. KMO and Bartlett ball test results

Scale	KMO	Bartlett ball test		
		Approximate card	DF	Sig.
Product value	0.904	514.36	42	0.003
Price range	0.915	586.71	16	0.001
Place optimization	0.926	627.47	38	0.000
Promotion strength	0.903	385.62	29	0.002
Purchase intention	0.938	403.85	34	0.006
Total scale	0.917	25417.636	205	0.001

In this study, the principal component analysis was first applied and the questionnaire factors were rotated orthogonally using the method of maximum variance, and the factors with eigenroot values greater than 1 were extracted after the rotation. In this study, five factors were extracted, and the variance explained values of the five factors were 28.431%, 18.283%, 15.695%, 13.076%, and 11.932%, respectively, and the cumulative variance explained after rotation was 87.417%, which was higher than the general criterion of determination (55%), which means that the information of the variables under study can be effectively extracted. After obtaining the principal factors, the factor loading coefficients of each variable were calculated to obtain their factor loading matrices as shown in Table 4. The factor loading coefficients of the variables in the questionnaire are all greater than 0.7 and the correspondence is consistent with the expectations of the research questionnaire design. From the commonality data, it can be learnt that the commonality values of all the research items are higher than 0.8, indicating that the information of the research items can be extracted effectively. Therefore, it can be concluded from the validity analysis that the questionnaire scale has good structural validity. Meanwhile, this study also tested the convergent validity of the questionnaire when testing the validity, and the average variance extracted (AVE) values corresponding to the five factors were greater than 0.6, while the combined reliability (CR) values corresponding to all the factors were higher than 0.8, which indicated that the convergent validity of the scale was better, and the subsequent research could be carried out.

Table 4. Factor load matrix

Code	Principal component					Common degree
	1	2	3	4	5	
PV1	**0.737**	0.185	0.168	0.114	0.103	0.859
PV2	**0.756**	0.156	0.103	0.132	0.115	0.838
PV3	**0.785**	0.108	0.111	0.156	0.131	0.815
PV4	**0.761**	0.147	0.109	0.167	0.128	0.823
PR1	0.126	**0.744**	0.138	0.103	0.147	0.892
PR2	0.132	**0.772**	0.105	0.159	0.162	0.874
PR3	0.188	**0.751**	0.192	0.194	0.196	0.806
PR4	0.107	**0.793**	0.155	0.148	0.181	0.891
PO1	0.124	0.162	**0.751**	0.191	0.162	0.818
PO2	0.103	0.141	**0.742**	0.117	0.107	0.857
PO3	0.175	0.104	**0.739**	0.132	0.125	0.893
PO4	0.169	0.193	**0.783**	0.195	0.118	0.829
PS1	0.191	0.165	0.115	**0.769**	0.131	0.815
PS2	0.136	0.113	0.101	**0.751**	0.123	0.834
PS3	0.193	0.187	0.114	**0.748**	0.107	0.846
PS4	0.102	0.129	0.196	**0.785**	0.144	0.851
PI1	0.148	0.181	0.167	0.186	**0.762**	0.828
PI^2	0.126	0.154	0.138	0.164	**0.754**	0.875
PI3	0.175	0.146	0.142	0.199	**0.739**	0.862

4.2. Purchase intention modelling

4.2.1. Meta-analytical tests. Meta-analysis was carried out through CMA software and the correlation coefficients, effect values and sample sizes from each independent study were entered into the software. The effect values were transformed to obtain Fisher's Z value, and the weights were added for calculation to finally obtain the four sets of correlation coefficients (R) of consumer purchase intention. Regarding the bias test of consumer purchase intention, this paper adopts two methods, Egger test and funnel plot test. The funnel plot of the bias test is shown in Figure 4, and the results of the variable correlations are shown in Table 5.

Q test is a method to test the heterogeneity of the data, if the Q test result is not significant it means that there is no heterogeneity between the studies, on the contrary if the Q test result is significant, there is heterogeneity between the studies. Where Q-value indicates the value of heterogeneity and I^2 indicates the proportion of the overall variation in the heterogeneity component. In this paper, the Q-value values of the hypothesised relationships range from 446.137 to 814.535 and all are significant at 1% level, and there is heterogeneity among the study data. Meanwhile, I^2 are more than 95%, which proves that the heterogeneity is strong, so this paper chooses random effect model to calculate the effect value.

The funnel plot shows that most of the studies are concentrated on the two sides above the image, which proves that the standard error is relatively small and gathered around the mean effect value, and it is very unlikely that there is data bias in the studies.Egger's test is used to fit a straight line of linear regression equation, and to determine whether there is data bias by identifying the significance level of the intercept between 0 and 0. A p-value of more than 0.05 in the Egger's test indicates that there is a low probability of data bias. The possibility of data bias is low. As can be seen from the table, the test value of each hypothesised relationship designed in this paper is greater than 0.05, and all of them passed the Egger test. In conclusion, none of the four pairs of correlations has data bias and the research results are reliable. According to the existing evaluation standards on correlation coefficient, the division range of correlation coefficient is [0,0.095), [0.095,0.295), [0.295,0.495), [0.495,1.0], which indicates basically no correlation, weak correlation, moderate correlation and strong correlation relationship, respectively. As can be seen from the table, the correlation coefficients of product value, price range, channel optimisation and promotional efforts on consumers' purchase intention are 0.423, 0.468, 0.379, 0.385, respectively, which are in the moderate correlation interval. In summary, the data obtained from the questionnaire does not have obvious bias, and each variable in the model shows a moderate correlation between them, which provides accurate data for analysing the enterprise marketing strategy on consumer purchase intention.

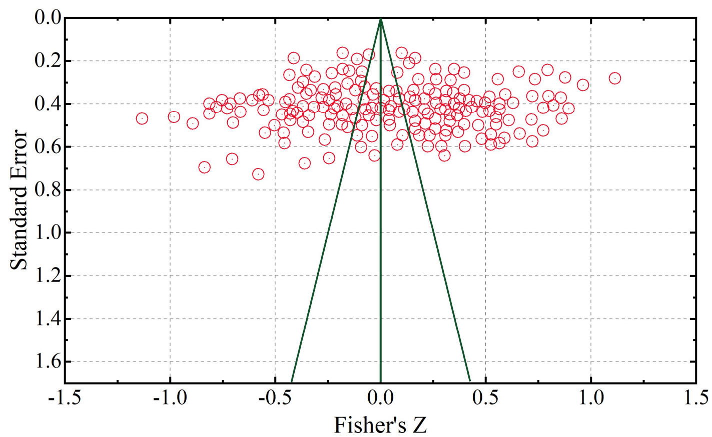

Fig. 4. Funnel Polt of Standard Error by Fisher's Z

Table 5. Variable correlation analysis

Correlation relation		PV→PI	PR→PI	PO→PI	PS→PI
R		0.423	0.468	0.379	0.385
Standard error		0.015	0.023	0.135	0.012
95% CI	Upper limit	0.351	0.365	0.018	0.318
	Lower limit	0.483	0.572	0.623	0.495
Q test	Q-value	667.416***	814.535***	898.602***	446.137***
	I^2/%	97.495	95.327	99.637	95.572
Egger test		0.097	0.384	0.083	0.141

4.2.2. Model hypothesis testing. AMOS software is used to draw the model diagram of this paper, and the analysis of the path correlation coefficient is carried out to get the structural equation model test results. Figure 5 shows the model fitting results of the influence of corporate marketing strategy on consumer purchase intention, and Table 6 shows the results of the equation path coefficient test.

In the fit index of the structural equation model, the CMIN/DF value is 1.076<3.0, and the GFI and AGFI values are 0.973 and 0.962, respectively, which exceed 0.9. The RMSEA value is 0.015, and the NFI, IFI, and CFI indexes are 0.985, 0.991, and 0.995, respectively, which are all above the standard fit of 0.95. Thus, the indicates that the model designed in this paper for the influence of corporate marketing strategy on consumer purchase intention is reasonable, and it is feasible to apply it to test the relevant hypothetical problems.

For the analysis of path coefficients, the path is significant when the C.R. is greater than 1.85 and the p-value is less than 0.05. As can be seen from the table, the path coefficients of product value, price range, channel optimisation, and promotional efforts of the firm's marketing strategy on consumers' purchase intention are 0.369, 0.231, 0.276 and 0.293 respectively. And the C.R. values of all four variables exceeded the standard (1.85) and the P-values showed significance at 1% level. Therefore, it indicates that product value, price range, channel optimisation, and promotional efforts have a significant positive influence on consumer purchase intention, then H1~H4 are verified. In the process of formulating enterprise marketing strategies, product value is expressed through the design, function and innovation to meet consumer demand, price range is to expand the target market by setting the price of the product, combined with diversified channels and promotional means, which in turn stimulate consumers to enhance their purchase intention.

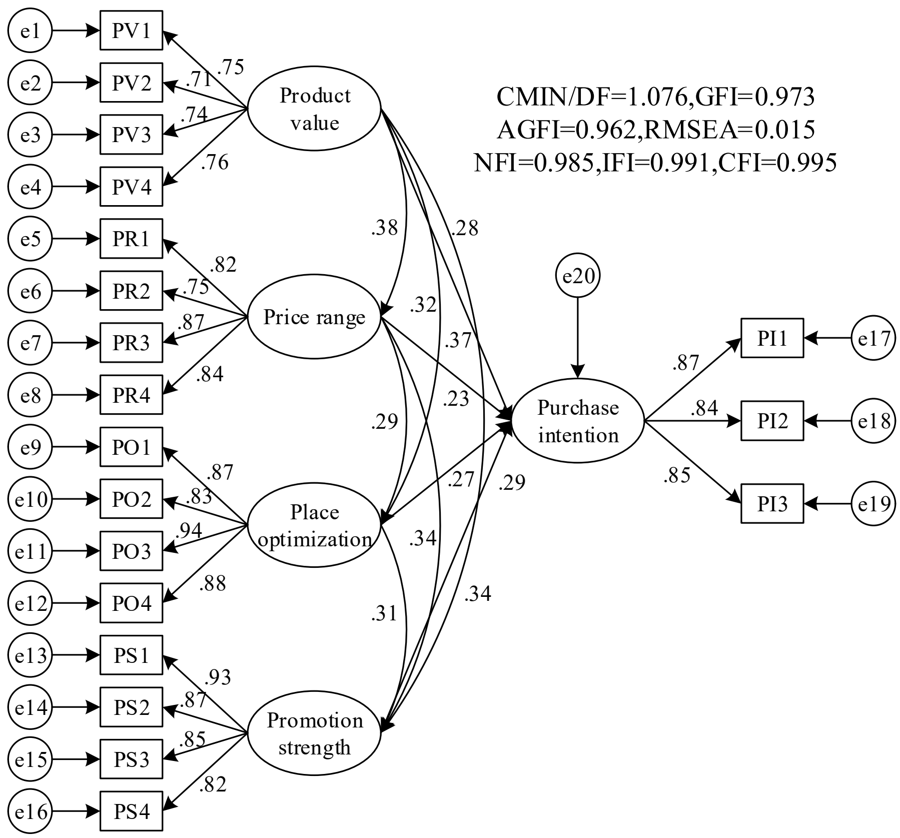

Fig. 5. Model fitting result

Table 6. Model path coefficient

Path	Beta	S.E.	C.R.	P
PV→PI	0.369	0.065	3.517	0.005***
PR→PI	0.231	0.072	2.348	0.002***
PO→PI	0.276	0.053	2.813	0.000***
PS→PI	0.293	0.058	5.285	0.003***

4.3. Optimisation of corporate marketing strategies

Based on the analysis of meta-analysis structural equation model, it can be seen that the construction of enterprise marketing strategy is influenced by four dimensions: product, channel, price and promotion. Based on this, this paper starts from the channel precision marketing and product differentiation design strategy of corporate marketing strategy in the all-media era to optimise corporate marketing strategy to stimulate consumers' purchase intention.

4.3.1. New Media Enabling Precision Marketing. The background of the all-media era requires innovation in enterprise marketing channels, relying on marketing channels to achieve wide dissemination of marketing programmes. The use of big data in digital marketing to target customers, according to the user's preferences for targeted promotion of products, so that consumers feel the attraction of the product, appreciate the enterprise's heart. At the same time, enterprises need to build their own platform of the online mall, while guiding more users to place orders on the online mall, which can facilitate the enterprise to obtain more user transaction data, so as to ensure the accuracy of the user profile, to achieve the positive feedback effect of the two skills.

Enterprises through the Internet can more quickly access and collect user demand, the user can also be on the network of such an information superhighway without time and geographical constraints at any time and place to understand the production of enterprise products, and to fully compare the advantages and disadvantages of various types of products, so as to save transaction time and transaction costs.

4.3.2. Differentiated product design programmes. Products and services are always a very important driving force for the existence of a business, good products and services can often affect the consumer's motivation to buy, and then inspire the consumer's intention to buy. But the market is the same product and can not win the consumer's intention to buy, enterprises need to differentiate their products and services on the brain.

1) The continuation of the classic product line at the same time to continue to innovate. The coordinates of fashion has been changing, the trend of product development is changing rapidly, but the classic products in today will not be out of date.

2) From selling a product to selling a care. Regularly push product information related to the customer's family, become similar to the role of ‘family adviser’, all-round for the sake of customers, but also to find sales opportunities.

In addition, in order to further expand the scope of consumer services, you can regularly carry out brand culture exchange activities to enhance brand awareness. Not only to help consumers to expand their networks and meet like-minded friends, but also allows the enterprise's good reputation in the consumer spread, to achieve a win-win situation.

5. Conclusion

This paper establishes a model of the influence of corporate marketing strategies on consumer purchase intention based on the MA-SEM model and analyses the influence of corporate marketing strategies on consumer purchase intention through data. The Q-value values of the hypothesised relationships between product value, price range, channel optimisation, promotional efforts and consumers' purchase intention in corporate marketing strategies range from 446.137 to 814.535 and are all significant at the 1% level. And the I^2 of all four hypothesised relationships exceeds 95%, which indicates that the data of the hypothesised relationships have strong heterogeneity. The fit indicators of the structural equation model, CMIN/DF and RMSEA, are 1.076 and 0.015 respectively, and the path coefficients of product value, price range, channel optimisation, and promotional efforts of the enterprise marketing strategy on consumers’ purchase intention are 0.369, 0.231, 0.276, and 0.293 respectively. The better the marketing strategy of an enterprise, the stronger the consumers’ purchase intention. The more perfect the marketing strategy of the enterprise, the stronger the consumers' purchase intention. Enterprises need to rely on the all-media era to expand marketing channels, optimise product design and service solutions, and create a marketing plan that better meets the needs of consumers, thus stimulating consumer purchase intention.

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