Deficiencies in Precision Marketing from the Consumer Perspective - A Case Study Based on 30 Consumers

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Abstract: This thesis explores the shortcomings of precision marketing based on the consumer perspective and by means of a case study. In the introductory part, the background and significance of the study are described, and the content and methodology of the study are clarified. In the theoretical foundation and literature review section, the definition of precision marketing is defined and the shortcomings of precision marketing are analyzed. In the research design section, the research process, sample selection, and research hypotheses are presented. The data collection and analysis section includes the design and implementation of the interview outline as well as data coding and modeling analysis. The Discussion and Recommendations section presents recommendations on the shortcomings of precision marketing from five aspects: marketing objectives, product positioning, service model, data collection, and management model. Finally, the conclusion and outlook section summarizes the main findings of the study and points out the limitations of the study and future research directions.

Keywords: Precision Marketing; Consumer Behavior; Marketing Strategy; Marketing Model

1. Introduction

1.1 Background and Significance of the Study

In the digital age, consumer needs are diverse and changing rapidly, and precision marketing is widely used as a strategy to adapt to market changes and improve marketing efficiency. Precision marketing realizes personalized identification and service to target customers through data analysis, aiming to provide products and services that better meet consumers' needs through more accurate market positioning, thus enhancing consumers' satisfaction and loyalty.

However, with advances in technology and changes in consumer behavior, the actual results of precision marketing are not always satisfactory. Consumers' growing concern for personal data privacy and a growing aversion to advertising have made precision marketing an unprecedented challenge. In addition, how enterprises can realize precision marketing while maintaining data security is also an urgent issue.

This study aims to analyze in-depth the shortcomings of precision marketing in its practical application from the perspective of consumers through case studies of 30 consumers, including but not limited to the problems of imprecise marketing objectives, inaccurate product positioning, and service modes that do not meet consumers' expectations. By exploring these shortcomings, we aim to provide directions and suggestions for improvement in marketing practices and help companies win advantages in the increasingly competitive market.

This study is not only important for theoretical research and extends the research scope and depth of precision marketing, but also has important guiding value for the practical world. Through the improvement suggestions proposed in this study, enterprises can better understand consumer needs, formulate more effective marketing strategies, enhance consumer satisfaction, and ultimately realize long-term development and market competitiveness of enterprises. In addition, the research results may also provide decision support to corporate decision makers to help them meet the challenges in the process of precision marketing and realize more accurate and efficient service and product recommendations.

1.2 Content and Methodology of the Study

This study aims to explore the shortcomings of precision marketing from a consumer perspective, analyzing the experiences and feedback of 30 consumers through a case study. The study focuses on consumers' level of

awareness of precision marketing, their feelings about the application of precision marketing in the current market, and the specific suggestions they made.

In terms of research methodology, this paper adopts a combination of qualitative research and quantitative research. First, through literature review, the research results of previous researchers on the definition, characteristics and advantages of precision marketing are synthesized to provide theoretical basis for the case study of this paper. Then, questionnaires and in-depth interviews are used to collect data. The questionnaire survey is mainly used to obtain a large amount of relatively uniform data, so as to facilitate the subsequent data statistics and analysis. In-depth interviews, on the other hand, focus more on understanding consumers' individual experiences and deep insights, so as to provide a rich and detailed description of the research results[1] .

The research process is divided into several stages: the first stage is to determine the basic framework and theoretical foundation of the study through a literature review; the second stage is to design and distribute questionnaires to collect basic consumer information and perceptions; the third stage is to select a small group of representative consumers to conduct in-depth interviews for a deeper understanding; the fourth stage is to cross-check and integrate and analyze the results of the questionnaires and the information from the interviews to distill the key findings of the study; and the fifth stage is to propose practical recommendations and strategies based on the analysis results, aiming to help marketers optimize their marketing activities to better meet consumers' needs.

Through a case study of 30 consumers, this paper expects to reveal the major problems in precision marketing, including specific deficiencies in marketing objectives, product positioning and service models, and to make targeted suggestions for improvement, with a view to providing guidance and reference for marketing practices[2] .

1.3 Research Framework

This study aims to explore the shortcomings of precision marketing from a consumer perspective and to conduct an in-depth analysis based on a case study of 30 consumers. To achieve this goal, the study employs qualitative research methods, including interviews and data analysis, to ensure the depth and accuracy of the study.

The research framework is divided into six main sections: introduction, theoretical foundation and literature review, research design, data collection and analysis, discussion and recommendations, and conclusion and outlook. Each part is closely related to form a mutually supportive whole, ensuring a logical and systematic research process.

The introductory section will detail the background, significance, content and methodology of the study, as well as the research framework. This section aims to provide the reader with an overall overview of the study and to clarify the purpose and importance of the study.

The theoretical foundation and literature review section will sort out the relevant theories of precision marketing and summarize the research findings in the existing literature. This helps to establish the theoretical foundation of this study and provides a basis for the subsequent research design.

The research design section will detail the research process, sample selection, and the formulation of research hypotheses. A clear research design will ensure that the study can be implemented effectively and achieve the intended research objectives.

The data collection and analysis section will describe the design of the interview outline, the process of conducting the interviews, and how the data were coded. This section is the core of the study and is directly related to the accuracy and reliability of the findings.

The Discussion and Recommendations section will discuss the shortcomings in precision marketing based on the results of data analysis and put forward corresponding improvement measures and recommendations. This section aims to provide reference for the practice community to help them optimize their precision marketing strategies.

Finally, the conclusion and outlook section will summarize the main findings of the study and discuss the limitations of the study and future research directions. Meanwhile, practical insights are presented to encourage more exploration and practice in the field of precision marketing in both practice and academia.

2. Theoretical Foundation and Literature Review

2.1 Definition of Precision Marketing

Precision marketing is a kind of targeted marketing activities based on big data analysis, through the deep excavation and analysis of the needs of the enterprise's target consumers, to achieve accurate prediction of market behavior and customer demand, and based on this. This marketing model emphasizes the personalization and customization of marketing information through technical means to improve marketing efficiency and customer satisfaction.

In practice, precision marketing uses a variety of data analysis techniques, such as data mining, machine learning, consumer behavior analysis, etc. The application of these techniques enables enterprises to collect a large amount of data about consumer behavior, and then conduct a detailed analysis of consumer needs, preferences, purchasing power and so on. Through such analysis, enterprises can accurately locate their target consumer groups and develop product or service programs that better meet consumer needs[3] .

At the same time, the core of precision marketing is personalization. Unlike the one-size-fits-all promotional strategy in traditional marketing, precision marketing focuses more on the uniqueness of each consumer, and by providing personalized marketing content and services, it increases consumers' goodwill and loyalty to the brand, thus boosting sales.

In addition, precision marketing emphasizes interactivity. In the era of digital marketing, interactions between consumers and brands have become more frequent and easier. Interacting with consumers through various channels, such as social media, email marketing, online advertising, etc., can provide a better understanding of consumer needs and feedback, which in turn can continuously optimize the marketing strategy and enhance the marketing effect[4] .

To sum up, precision marketing improves marketing efficiency and customer satisfaction by making use of modern information technology, especially data analysis technology, to conduct in-depth analysis of consumer behavior and realize personalization and customization of marketing information. It is not only the development trend of modern marketing, but also one of the important means for enterprises to gain competitive advantages in the fierce market competition[5] .

2.2 Characteristics of Precision Marketing

Precision marketing as a modern marketing approach, its core feature lies in the realization of accurate identification of target customer groups and effective delivery of market information through data analysis. The characteristics of this marketing strategy are mainly reflected in the following aspects:

1. Precise positioning. Precision marketing requires enterprises to be able to clearly define their own market positioning, accurately grasp the needs and preferences of target customers, so as to design products and services that meet their expectations.

2. Data-driven. The use of big data technology to collect and analyze consumer behavior data helps enterprises make more scientific and reasonable decisions in the marketing process, and realizes a rapid response to market dynamics and changes in consumer demand.

3. Personalized service. Based on consumers' personal characteristics and preferences to provide tailored marketing programs, this personalization is not limited to the product itself, but also includes advertising content, communication methods, etc., in order to improve customer satisfaction and loyalty.

4. Precise placement. Through Internet platforms, social media and other channels, marketing information is precisely sent to potential target customer groups, avoiding the problem of information flooding in traditional marketing and improving marketing efficiency.

5. Real-time interaction. With the help of modern information technology, enterprises can interact with consumers instantly, quickly collect feedback, timely adjustment of marketing strategies, the formation of a good two-way communication mechanism.

6. Measurable results. A distinctive feature of precision marketing is the high degree of quantification of the effects of marketing activities. Enterprises can accurately assess the input-output ratio of their marketing activities by means of data analysis, so as to continuously optimize their marketing strategies.

Precision marketing, through the above features, has helped companies in practice to stand out in the fierce market competition, not only enhancing marketing efficiency and effectiveness, but also strengthening the connection between brands and consumers, and laying a solid foundation for the sustained

development of the company[6] .

2.3 Advantages of Precision Marketing

Precision marketing, as a modern marketing tool, is increasingly widely used in business practice. Through in-depth analysis of consumers' behavioral habits and demand characteristics, enterprises can design products and services that better meet the expectations of target customer groups, thus gaining an advantage in the fierce market competition.

The main advantages of precision marketing are in the following areas:

First, improve the speed of market response. Utilizing big data and artificial intelligence technology, enterprises are able to capture the dynamic changes in consumer demand in real time, adjust marketing strategies in a timely manner, and ensure the timeliness and effectiveness of marketing activities.

Second, it enhances the efficient utilization of marketing resources. Precision marketing emphasizes the segmentation of the target market, enabling enterprises to focus their marketing budgets and human resources on the most valuable target customer groups and avoid wasting resources, given their limited resources.

Third, improve customer satisfaction and loyalty. By accurately analyzing consumer preferences and providing personalized product recommendations and service experiences, we can greatly enhance consumer satisfaction and loyalty, and promote repeat purchase behavior.

Fourth, optimize the effect of advertising. Precision marketing allows companies to fine-tune their advertising based on the specific characteristics of consumers, effectively improving advertising conversion rates and return on investment.

Fifth, reduce marketing risks. Through an in-depth understanding of consumer demand and feedback, companies can identify potential risk points and take preventive measures in the early stages of product development and marketing strategy formulation, thereby reducing the possibility of market failure.

Sixth, promote business growth. Precision marketing helps companies to more accurately position their markets and customers, explore new growth points, and provide strong support for the sustainable development of enterprises.

Seven, the establishment of brand differentiation competition. Through the implementation of precision marketing, enterprises can more effectively convey the brand value and characteristics, and competitors to form a clear differentiation of the competitive situation, and enhance the brand's market influence.

In summary, precision marketing has become one of the indispensable marketing strategies for enterprises in the digital era with its advantages of efficient utilization of resources, enhancement of customer experience, and strengthening of market competitiveness. With the progress of science and technology and the continuous improvement of data analysis ability, the application prospect of precision marketing will be broader, bringing more development opportunities for enterprises.

3. Research Design

3.1 Research Process

The research process is a crucial step to ensure the accuracy and validity of the findings, and the case study method was used in this study. The case studies of 30 consumers were analyzed in depth to explore the shortcomings of precision marketing from a consumer perspective. The research process is divided into three main phases: preparation phase, implementation phase and analysis phase.

In the preparation stage, the researcher identified the research objectives and questions, established the research framework, and selected an appropriate theoretical foundation. This stage also involved a literature review, aiming to gain a comprehensive understanding of the concept, characteristics and advantages of precision marketing, as well as the current state of development of related research. Meanwhile, an interview outline was designed to clarify the objectives and guiding principles of the interviews.

The implementation phase centered on data collection. The research team conducted face-to-face in-depth interviews with 30 consumers of different backgrounds according to a pre-designed interview outline. The interviews covered a wide range of topics, including, but not limited to, consumers' perceptions of precision marketing, their experiences, problems and suggestions for improvement. To ensure the authenticity and reliability of the information, each interviewee signed an informed consent form before the interview and promised that the information provided was true and valid[7] .

During the implementation of the interviews, the

researchers adopted a flexible response approach, adjusting the direction of the interviews at the right time according to the answers of the interviewees in order to dig out deeper information. In addition, in order to improve the efficiency and quality of the interviews, the research team arranged both audio recording and transcription to synchronize the recording of the interviews for subsequent detailed analysis[8].

The analysis phase began with organizing and categorizing the interview data. By transcribing the audio recordings of the interviews and organizing the written notes, a large amount of raw data is transformed into structured data. Next, these data were analyzed in depth using content analysis to identify key consumer perceptions, feelings, and suggestions about precision marketing. The researchers compared the collected data with the pre-set research hypotheses to further validate the reasonableness of the hypotheses and extract valuable findings from them[9].

On the whole, the research process focuses on the combination of practice and theory, and through the method of empirical research, it deeply explores the problems and challenges faced by precision marketing in practical application, and strives to provide scientific basis and practical suggestions for the optimization of future precision marketing strategies.

3.2 Research Sample

This study selected 30 consumers from different industries and backgrounds as research subjects, aiming to deeply explore the shortcomings of precision marketing in practical application through their perspectives. The selection of the research sample follows the principle of random sampling to ensure the diversity and representativeness of the sample so that the results of the study can be widely applied and have a high degree of external validity.

In making the sample selection, factors such as consumers' age, gender, occupation, educational background and consumption habits were taken into account. Among them, they include adult groups ranging from 18 to 60 years old, with men and women accounting for half each; they cover a wide range of occupations such as white-collar workers, students, freelancers, etc.; and their educational background ranges from high school to postgraduate studies. In addition, in order to ensure the diversity of the sample, both urban and rural residents were chosen for their place of residence, and both first-tier big cities and second- and third-tier cities were covered.

Participants were selected through multi-channel recruitment via social media, consumer organizations, and commercial databases to obtain a broader sample source. Each participant signed an informed consent form indicating that they understood the purpose of the study and volunteered to participate in this study. All data collection processes followed privacy protection principles to ensure the security and confidentiality of personal information. But extreme examples should be excluded, such as consumers who are particularly wealthy or have special habits. Examples will be selected from people who are as evenly distributed as possible in all aspects.

In order to gain a more in-depth understanding of consumers' consumption habits and their views on precision marketing, each participant will be required to provide information on his/her personal basic information, consumption preferences, and feedback on existing precision marketing strategies. In addition, data will be collected through questionnaires and in-depth interviews in order to facilitate a comprehensive analysis of consumer views and needs from multiple perspectives.

Through the case studies of these 30 consumers, this study hopes to reveal the shortcomings of current precision marketing practices, especially in the areas of marketing target setting, product positioning and customer service. In addition, the study will explore how to optimize precision marketing strategies based on actual consumer feedback in order to improve the effectiveness and efficiency of marketing campaigns.

Through the design of this research sample, it is expected to provide strong data support and theoretical guidance for subsequent research and practice, and provide new perspectives and ideas for the development of precision marketing.

3.3 Research Hypotheses

In this study, we explore the shortcomings of precision marketing based on the consumer perspective. In order to gain a deeper understanding of consumers' perceptions and experiences of precision marketing, we propose the following hypotheses:

Hypothesis 1: There is a positive relationship between consumers' perceived value of precision marketing and their satisfaction. That is, when

consumers perceive that precision marketing provides higher personalized services and products, their satisfaction increases accordingly. The mathematical expression is perceived value∝satisfaction level

Hypothesis 2: Message transparency in precision marketing is positively correlated with consumer trust. When consumers are able to clearly understand the logic and purpose behind a marketing message, their trust in the brand or organization increases. This relationship can be expressed as Information transparency ∝ trust level.

Hypothesis 3: The more consumers are aware of privacy protection in precision marketing, the lower their acceptance. As consumers become more concerned about the security of their personal data, their acceptance of precision marketing campaigns that may violate privacy decreases. This relationship can be expressed as awareness of privacy protection ∝ 1/Acceptance.

Hypothesis 4: There is a positive association between the effectiveness of precision marketing strategies and consumer loyalty. Effective precision marketing not only attracts new customers but also enhances the loyalty of existing customers. Therefore, we expect Effectiveness of marketing strategy ∝ loyalty.

Hypothesis 5: There is a positive correlation between the frequency of consumer feedback on precision marketing and their engagement. Frequent interaction and feedback can enhance consumers' sense of involvement and belonging, thus increasing their engagement. This relationship can be represented by the formula feedback frequency ∝ participation.

Through the above hypotheses, this study aims to reveal the deficiencies of precision marketing from the consumer perspective and provide directions for improvement in marketing practice.

Through the verification of these hypotheses, we can have a deeper understanding of the effect of precision marketing in practical application and its impact on consumer behavior.

4. Data Collection and Analysis

4.1 Interview Outline Design

The design of an interview outline is one of the key steps in conducting a study on the inadequacies of precision marketing from a consumer perspective. The purpose of this study is to collect the views and experiences of 30 consumers through in-depth interviews on the current practice of precision marketing in the market, so as to reveal the deficiencies therein. In order to ensure the validity and relevance of the interviews, the following interview outline was carefully designed.

The interview outline centered on the following areas:

1. Basic consumer information: including age, gender, occupation, income level, etc., in order to help analyze the acceptance and feedback of consumers in different contexts on precision marketing.

2. Perceptions of precision marketing: Ask consumers about their understanding and perceptions of precision marketing and how they are exposed to precision marketing messages.

3. Practical experiences of precision marketing: to learn about real-life examples of precision marketing that consumers have encountered, including positive and negative experiences.

4. Deficiencies in precision marketing: exploring what consumers perceive as problems and deficiencies in current precision marketing practices.

5. Suggestions for Improvement: Gathering consumer suggestions and comments for improving precision marketing practices.

Table 1. Statistical Analysis of Interview Results

serial number	Responde nt No.	(a person's) age	distinguishing between the gender	careers	Income level ($ million/ year)	Reach out to precision marketing methods	Number of positive experiences	Number of negative experiences
1	001	25	male	schoolchildren	5	social media	2	1
2	002	30	daughter	white collar worker	10	email	3	0
3	003	40	male	freelancer	8	mobile application	1	2

In order to organize the interview data more systematically, a simple data recording form was designed to record each respondent's answers, sorting and coding them as needed.

Through the above table 1, we can quickly identify the different responses and experiences of consumer groups with different characteristics to precision marketing, which provides the basis for subsequent data analysis and discussion. In addition, the design of the interview outline should also take into account the combined use of open and closed questions in order to

facilitate the collection of richer and more specific feedback information. In this way, we are able to dig deeper into the shortcomings of precision marketing practices from the perspective of consumers, and lay a solid foundation for effective suggestions for improvement.

4.2 Interview Implementation

In this study, the interview implementation phase is a key part of data collection. In order to ensure the accuracy and comprehensiveness of the information, semi-structured interviews were used in order to facilitate in-depth discussion of consumers' perceptions and experiences of precision marketing. The interviews were conducted with 30 consumers of different ages, genders, and professional backgrounds, aiming to analyze the shortcomings of precision marketing from a diversified perspective.

Before the interview, we designed a detailed interview outline, including but not limited to the following aspects: consumers' personal information (e.g., age, occupation, etc.), awareness of precision marketing, experience in using precision marketing services, evaluation of the effectiveness of precision marketing, and suggestions for improvement of precision marketing strategies. During the interviews, we encourage respondents to freely express their views and feelings in order to obtain more realistic and in-depth information.

In order to systematically organize and analyze the interview data, we used content analysis to code and categorize the interview transcripts. Through this process, we were able to identify consumers' main concerns and dissatisfactions with precision marketing, laying the foundation for further data analysis and discussion.

Table 2 is a statistical table of basic information about the interview sample.

Table 2. Basic Information Statistics of Sample Survey

serial number	(a person's) age	distinguishing between the sexes	careers	sector
1	25	male	schoolchildren	teach
2	32	daughter	principals	teach
3	28	male	hiring out	science and technology
4	35	daughter	sells	trade
5	40	male	surgeon	medical care

During the implementation of the interviews, we paid special attention to protecting the privacy of the interviewees and ensuring that all information was used for academic research purposes only. In addition, we provided an anonymization option so that the interviewees could express their true thoughts and feelings more freely.

Through this interview, we have collected a large amount of first-hand information about consumers' views on precision marketing. This information not only helps to reveal the shortcomings of precision marketing in practical application, but also provides valuable data support for subsequent research. Next, we will analyze these data in depth with a view to making targeted suggestions for improvement.

4.3 Data Coding

In this study, data coding was the process of transforming the interview transcripts into quantifiable data that could be analyzed. This process involved the systematic categorization and classification of the interviews to facilitate subsequent data analysis. To ensure the accuracy

and reliability of coding, three phases of open coding, spindle coding, and selective coding were used to do so.

In the open coding phase, the researcher first read through each interview transcript independently and generated preliminary codes based on the content. The goal of this phase was to capture all of the important information from the interviews without any preconceived frameworks or assumptions.

In the spindle coding stage, the researcher summarizes the codes obtained from open coding and identifies the core concepts and themes. On this basis, a preliminary theoretical framework is constructed.

In the selective coding stage, the researcher further refines and integrates the themes and concepts obtained in the spindle coding stage to form a final theoretical model. This stage emphasizes the integration and explanatory power of the theory.

The following table 3 was used to record and organize the interview data during the data coding process.

In order to assess the reliability and validity of

the codes, a method known as the "reliability test" was used. The formula is as follows:

reliability=Coding consistency/Total number of encoding times×100%

Table 3. Interview Data Statistics

serial number	Respondent No.	Key points	coded label
1	001	Unclear marketing objectives	A1
2	002	Ambiguous product positioning	B2
3	003	Single service model	C3

The term "coding consistency" refers to the number of codes that were agreed upon by different coders for the same interview transcript, while "total number of codes" refers to the total number of codes by all coders. The calculated reliability values allow for an assessment of the consistency and accuracy of the coding process.

Through the data coding process described above, we successfully transformed the qualitative interview data into quantitative data, laying a solid foundation for subsequent data analysis and discussion. In addition, the results of the reliability test proved the validity and reliability of the coding process and ensured the scientific and objective nature of the research results.

5. Discussion and Recommendations

5.1 Imprecise Marketing Objectives

From the consumer perspective, it is especially crucial to analyze the accuracy of marketing objectives. Many studies and practices have shown that inaccurate marketing objectives not only lead to a waste of resources, but also weaken the quality of interaction between brands and consumers, thus affecting the overall marketing effectiveness. This section explores the shortcomings of current precision marketing in setting marketing objectives by case analyzing the feedback of 30 consumers[10] .

1. Poor identification of target markets. Most respondents indicated that the marketing campaigns they were exposed to did not target specific people or groups, but rather adopted a generalized approach that lacked targeting. This generalized strategy reduces the effectiveness and appeal of the marketing message, making it difficult for consumers to resonate with it.

2. Demand forecasting errors. From a consumer's perspective, precision marketing should be able to accurately anticipate and satisfy his or her potential needs. However, respondents noted that in most cases, marketing campaigns do not accurately capture changes in consumer needs and preferences. This may be

due to a lack of in-depth market research or a failure to effectively utilize consumer data for analysis.

3. The points of interest are conveyed inaccurately. Respondents reflected that sometimes the points of interest conveyed in marketing messages do not match their actual needs or points of interest. This discrepancy may be due to the fact that companies fail to fully consider the actual value orientation and psychological expectations of consumers when designing marketing campaigns.

Fourth, the lack of feedback mechanisms. The lack of an effective mechanism for collecting and processing consumer feedback is a notable problem in marketing practice. Many interviewees mentioned that they rarely get feedback on their behavior and preferences after participating in marketing activities. This absence makes it impossible for companies to adjust their strategies in time to better meet consumer needs.

Addressing the above issues requires companies to take a more nuanced approach to defining marketing objectives when undertaking marketing planning. This includes strengthening research on target markets, more accurately predicting consumer needs, and more effectively delivering relevant points of interest. At the same time, consumer feedback mechanisms are established and improved so that marketing strategies can be adjusted according to actual consumer responses and more precise marketing objectives can be realized. Through these methods, companies can better understand consumers, improve the efficiency and effectiveness of marketing activities, and ultimately realize a win-win situation.

5.2 Inaccurate Product Positioning

Inaccurate product positioning is a common but easily overlooked problem in the practice of precision marketing from a consumer perspective. This problem stems from the deviation between marketing strategies and consumers' actual needs, which results in

marketing activities not being able to effectively achieve the expected results. Through in-depth interviews with 30 consumers, this paper analyzes the specific manifestations of imprecise product positioning and its causes, and proposes improvement strategies.

On the one hand, ambiguous product positioning is the main cause of consumer confusion. Many enterprises fail to accurately identify the needs and preferences of their target groups when conducting market segmentation, thus adopting a generic rather than customized strategy in product promotion. In this case, even if the marketing message is communicated to a wide range of consumer groups, it is difficult to attract the attention of those consumers who really need the product[11] .

On the other hand, ignoring the lack of emotional resonance is also an important factor that leads to imprecise product positioning. Modern consumers increasingly emphasize the emotional value of the buying experience, not just product quality or price. Precision marketing should deeply understand the inner needs and expectations of target consumers, and through storytelling and cultural integration, establish an emotional connection with consumers, so as to enhance the accuracy of product positioning[12].

In addition, with the development of social media and big data technologies, consumers are increasingly demanding personalized services. However, many companies continue to adopt the traditional "one-size-fits-all" marketing model, failing to make full use of data analytics tools to gain insights into the specific needs and preferences of individual consumers, and thus missing out on the opportunity to offer personalized products and services[13].

In response to the above problems, enterprises should take the following measures to improve the accuracy of product positioning: first, accurately identify and meet the specific needs of consumers through finer market research and data analysis; second, strengthen the construction of brand stories to establish a deep emotional connection with consumers; and third, make use of modern technological means, such as artificial intelligence and big data analysis, to achieve personalized marketing and improve the accuracy of product positioning. Through these measures, companies can better understand consumers and achieve the goal of precision marketing[14].

5.3 Imprecise Service Model

In the field of precision marketing, consumer experience is the core. However, in many research cases, it is found that the current service model often lacks personalization and targeting, which directly leads to the limitation of the effect of precision marketing. By analyzing the feedback from 30 consumers, this study reveals the main problems of imprecise service models.

First, there is a mismatch between service content and consumer demand. Many companies are too general in designing their services, ignoring the differences and diversity among different consumer groups. For example, young consumers may prefer convenient and efficient online services, while older consumers may need face-to-face counseling services. Failure to accurately capture these nuances will have a direct impact on service quality and customer satisfaction.

Second, there is a gap between responsiveness and expectations. Consumers expect to get a response and solve problems in the service in the fastest possible time. However, complicated internal processes or improper allocation of resources often lead to longer response times, seriously affecting the user experience.

Third, after-sales service is missing or insufficient. For most merchants, the focus tends to concentrate on pre-sale and in-sale services, while the investment and attention to after-sale services are insufficient. In reality, consumers have clear expectations of after-sales support for their products, such as return and exchange policies and maintenance services. Neglecting this will damage long-term brand loyalty.

Fourth, it fails to provide a personalized service experience. Although technological advances have provided more possibilities for precision marketing, many enterprises have not effectively used these technologies to personalize their services. Whether it is through data analysis to understand consumer preferences or the use of intelligent recommendation systems to optimize services, the lack of innovation and application of personalized service models is a major problem at present.

To summarize, the accuracy of the service model not only relates to the brand image and market competitiveness of the enterprise, but also directly affects the purchase decision and loyalty of consumers. Therefore, improving the service model and providing more personalized, efficient and responsive services are crucial to

enhance the effect of precision marketing.

6. Conclusions and Outlook

6.1 Conclusion

Through a case study of 30 consumers, this paper provides an in-depth analysis of the practices and shortcomings of precision marketing from a consumer perspective. The findings show that although precision marketing has significant advantages in improving marketing efficiency and effectiveness, there are still some obvious problems and challenges in the process of practical application.

Studies have shown that imprecise marketing targeting is one of the key factors affecting marketing effectiveness. Many enterprises fail to accurately position themselves according to consumer demand, resulting in a waste of marketing resources. In addition, the inaccuracy of product positioning is also an important reason that restricts the success of precision marketing. Due to the lack of in-depth understanding of the target consumer groups, enterprises often fail to meet the actual needs of consumers in product design, function selection and pricing strategy.

Consumer dissatisfaction is further exacerbated by imprecise service models. With the increasing diversification and personalization of consumer needs, enterprises need to provide more flexible and personalized services to meet the needs of different consumers. However, at present, many enterprises are still relatively single and fixed in the design of service models, making it difficult to realize truly personalized services.

This study further suggests that to overcome these challenges, firms need to take the following measures: first, strengthen market research to more accurately identify and understand consumer needs; second, optimize the design of their products and services to ensure that they accurately meet the needs of their target markets; and lastly, enhance the personalization and flexibility of their services through technological innovations in order to better serve consumers.

To sum up, although precision marketing provides new ideas and methods for the marketing strategy of enterprises, it requires continuous optimization and innovation at multiple levels in order to truly play its role. Future research should pay more attention to how to combine with technological development to promote the continuous optimization and improvement of precision marketing strategies to adapt to the changing market environment and consumer demand.

6.2 Limitations and Future Research Directions

This study identifies a number of limitations when analyzing in depth the shortcomings of precision marketing from a consumer perspective and suggests directions for future research. Limited by time, resources and the complexity of information acquisition, this study has some limitations in sample selection, data collection and analysis methods.

1. Limitations of sample size: The current study only selected 30 consumers for the case study, which is a relatively small sample size and mainly focuses on consumers in specific regions and age groups, and may not be fully representative of the general situation of all consumer groups. Therefore, subsequent studies should expand the sample size to cover a wider range of people in order to obtain more comprehensive and representative results.

2. Limitations of data sources: Data collection for this study relied on limited interviews and literature review due to the lack of support from a large amount of real-time updated consumer data. It is recommended that future research should make more use of big data and social media analysis to obtain richer and more dynamic consumer behavior data.

3. Limitations of the analysis method: Despite the use of a combination of qualitative and quantitative research methods, the process of data analysis still faces a certain degree of subjectivity and one-sidedness. Future research may consider adopting more advanced analysis techniques, such as artificial intelligence and machine learning, to improve the accuracy and depth of analysis.

To address the above limitations, future research directions can focus on the following areas:

 Increase the diversity and representativeness of the research sample, thereby increasing the general applicability of the findings.

 Utilize more diversified and high-tech data collection and analysis tools to enhance the timeliness and accuracy of research.

 Explore the adaptability and variability of precision marketing strategies across industries and cultures.

 An in-depth discussion on the potential and

practical effects of new technologies (e.g. artificial intelligence, big data, etc.) in precision marketing.

To study consumer privacy protection issues and propose more responsible and sustainable precision marketing strategies.

The expansion and deepening of the above research can provide richer theoretical support and practical guidance for the development of the precision marketing field, and further promote the innovation and improvement of marketing practice.

6.3 Practical Implications

This study reveals the shortcomings of precision marketing from a consumer perspective through case studies, providing useful insights for marketing practices. When executing marketing strategies, companies should focus on gaining an in-depth understanding of the actual needs and preferences of target consumers, and improve the precision of marketing through a data-driven approach. Specific recommendations are as follows:

Marketing strategies need to be combined with data deep mining. Enterprises should establish a perfect consumer data analysis system, using big data, artificial intelligence and other technical means to conduct deep mining of consumer behavior in order to achieve more precise target group positioning.

Product innovation and market research are both important. Enterprises should not only pay attention to the market performance of the product, but also need to continue to pay attention to consumer trends, timely adjustment of product strategy to ensure that product positioning and market demand match.

Enhancing service quality to meet individualized needs. While providing standardized services, companies should provide personalized service solutions based on consumer preferences to enhance consumer satisfaction and loyalty.

Establish a multi-channel interactive communication mechanism. Enterprises should make full use of online and offline multiple channels to build a platform for effective interaction with consumers in order to collect timely feedback and adjust marketing strategies.

Focus on brand value and consumer emotional connection. Through storytelling marketing, social responsibility activities, etc., deepen consumers' emotional identification with the corporate brand and build long-term stable brand loyalty.

Strengthen risk management and countermeasures. In the process of implementing precision marketing, enterprises should anticipate possible risks and formulate corresponding countermeasures to ensure the smooth progress of marketing activities.

To summarize, precision marketing under the perspective of consumers requires enterprises to ensure the accuracy of data while fully considering the real needs of consumers and market changes, and flexibly adjusting marketing strategies. Only in this way can they gain advantages in the fierce market competition and realize sustainable development[15] .

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