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Internet Marketing and Customer Loyalty—Perfect Diary, as an example

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Abstract

Customer loyalty is an eternal topic for companies to improve marketing performance. With the development of the Internet and the application of e-commerce, more and more companies have begun to conduct online marketing. China's cosmetics market is rising day by day, and major brands have also joined the Internet market war. In the era of network economy, the key to competition is no longer to own products, but to own customers. Market competition is essentially a competition for customer resources. Owning customers means owning the market, and losing customers means that the company's property has lost value. Therefore, taking the customer as the center, continuously satisfying customer needs and creating value for customers, establishing and maintaining a long-term and good cooperative relationship with customers, winning customer trust, forming and expanding the company's customer base, and enhancing customer loyalty become The key to the success of online marketing. In-depth research on this issue will help companies grasp the key points of network marketing strategy implementation when implementing network marketing strategies to improve their core competitiveness. This paper summarizes a large number of relevant domestic and foreign literatures through study, combined with the analysis of the factors affecting online customer loyalty, and analyzes the results of the questionnaire, and proposes specific strategies to improve online customer loyalty.

Keywords: Internet marketing, Customer loyalty, Relationship with consumers

Resumo

A fidelidade do cliente é um tema eterno para as empresas melhorarem o desempenho de marketing. Com o desenvolvimento da Internet e a aplicação do e-commerce, mais e mais empresas começaram a realizar marketing online. O mercado de cosméticos da China está crescendo dia a dia, e grandes marcas também aderiram à guerra do mercado da Internet. Na era da economia de rede, a chave para a competição não é mais possuir produtos, mas sim clientes. A competição de mercado é essencialmente uma competição por recursos de clientes. Possuir clientes significa possuir o mercado, e perder clientes significa que a propriedade da empresa perdeu valor. Portanto, tendo o cliente como o centro, satisfazendo continuamente as necessidades do cliente e criando valor para os clientes, estabelecendo e mantendo um bom relacionamento cooperativo de longo prazo com os clientes, ganhando a confiança do cliente, formando e expandindo a base de clientes da empresa e aumentando a fidelidade do cliente torna-se A chave para o sucesso do marketing online. A pesquisa aprofundada sobre este assunto ajudará as empresas a compreender os pontos-chave da implementação da estratégia de marketing de rede ao implementar estratégias de marketing de rede para melhorar sua competitividade central. Este artigo resume um grande número de literaturas nacionais e estrangeiras relevantes por meio de estudo, combinado com a análise dos fatores que afetam a fidelidade do cliente online, analisa os resultados do questionário e propõe estratégias específicas para melhorar a fidelidade do cliente online.

Palavras-chave: Marketing na Internet, Fidelização do cliente, Relação com os consumidores

Contents

CHAPTER 1

Purpose of Research

For a long time in the past, customer satisfaction has been regarded as one of the most basic goals for customer retention. Product or service providers formulate marketing strategies to maximize customer satisfaction, and invest a lot of resources to track and evaluate customer satisfaction, but many companies' practices and The empirical research of scholars found that there are serious high customer satisfaction and low customer retention in many industries, and a large number of customers who claim to be satisfied or very satisfied will also be lost. This phenomenon shows that if we only focus on managing customer satisfaction, we will not be able to effectively control customer loss and effectively manage customer loyalty. In today's business society, companies have to face various competitive pressures, including the rapid development of society, the ever-changing level of productivity, and more and more innovations. In order to cope with these pressures, some companies have adopted different measures to deal with them, but this often produces the opposite result, such as being involuntarily involved in a price war and reducing profits. How to win in this complex business competition has become the focus of thinking for entrepreneurs and scholars. Therefore, how to win new customers and retain the customer loyalty of old customers has become the desire of people's neck and neck. The customer value advantage in customer loyalty occupies the highest position in the entire enterprise competitive advantage hierarchy, because all the profits of the enterprise come from customer purchases. The perceived value of customers is particularly important for the evaluation of enterprises and the establishment of customer loyalty. From a theoretical point of view, establishing online customer loyalty can enable enterprises to enhance their competitiveness. Providing customers with excellent customer value, satisfying customers, and cultivating customer loyalty is the core of enterprise competition. On the one hand, grasping the loyalty of customers and promoting repeated purchases by customers can make enterprises thrive in profit. Through the analysis of customer value at each transfer point of the service, finding ways to enhance customers' perceived value and customer value has an important guiding role in business practice. On the other hand, only when enterprises are truly customer-oriented,

develop interactions and good relationships based on customer value, satisfy customers and establish customer loyalty, can they remain invincible in the fierce competition.

However, the research on the importance and driving factors of online customer satisfaction mostly originated in the United States, but whether these concepts and theories can be transplanted to other countries and cultural environments remains to be tested. Customer satisfaction does not mean customer loyalty, and the level of customer loyalty is closely related to the survival and development of enterprises and the formulation of business strategies. In addition, in the research field of customer loyalty, most scholars focus on the traditional shopping model in the academic research on the influence factors of customer loyalty, and the research on the influence factors and models of online customer loyalty is very scattered.

From a practical point of view, online shopping accounts for an increasing proportion in real life, and the loyalty of online customers is more difficult to maintain than traditional customer loyalty. Research on the factors affecting online customer loyalty can improve companies. Internet marketing strategy provides reference. The momentum of the Internet age is so rapid that it almost takes up most of people's life. People can browse the product catalog online, compare and choose satisfactory products or services, and complete the entire online shopping process by placing an order, paying online or offline, the seller processing the order, and delivering online or offline. When consumers are shopping online, lower switching costs and abundant network information resources make it more difficult for online consumers to maintain loyalty, which naturally increases the difficulty for e-commerce companies to maintain customer loyalty. At present, there are only a small amount of research on the influence factors of consumers' online shopping behavior loyalty, and they are not comprehensive. Therefore, it is very necessary and urgent to conduct a comprehensive and specific research on this. To promote the development of e-commerce, make it coordinate with the rapid spread of the Internet in people's lives, and provide convenience for people's lives, it will play a very important role. Great effect.

For this purpose, the author strives to fully consider the differences between the online shopping process and the traditional shopping process on the basis of studying the relevant literature on online shopping and customer loyalty. According to the amount of online

consumption in China in recent years, as well as consumer preferences Consumers' orientation and analysis of the perfect diary in online marketing methods. This article hopes to introduce the brand marketing strategy of Perfect Diary, summarize the development experience of Perfect Diary, analyze the problems in its development, and propose an optimization plan. Their attitudes towards consumers and the communication between consumers, and through these and strategies to analyze their customer loyalty.

CHAPTER 2

Background

The emergence of a large number of e-mail vendors in the early 1990s has greatly stimulated the development of e-mail, making more and more people use e-mail. Business activities based on e-mail have also increased dramatically. Even if a global economic crisis occurred, the scale of e-commerce marketing activities has not been weakened. In the 21st century, the rapid development and popularization of Internet technology have made e-commerce marketing further developed and expanded, and not only limited to the use of e-mail for business activities, all kinds of online chat software, online malls, etc. can conduct business activity. Today, China has a relatively prosperous online market.

Most of the shopping on the Internet uses "digital currency", people's wealth begins to appear through digital, and the circulation of paper currency is no longer the mainstream of transactions. "Digital currency" is more convenient to use on the Internet, bringing the traditional consumer market to the Internet and forming an "Internet market." Compared with the traditional consumer market, the online market is even larger and the number of consumer groups is greater. And it is no longer confined to the constraints of time and place and can be open all day and shared globally. The people's choices are also more abundant, which promotes higher quality products and more reasonable prices, which effectively cracks down on some traditional commercial activities that earn too many consumer benefits because of insufficient consumer information exchange. Therefore, the formation and development of the Internet market have been widely and vigorously supported by the public, and the Internet business also exhibits certain characteristics. First, the inclusiveness of the consumer market. The Internet market is all-encompassing and integrates the traditional consumer market. For example, the market for daily consumption is shopping malls and supermarkets, and the market for industrial activities is the hardware market and building materials market. These traditional markets are often clearly differentiated and have a single function, while the online market covers the functional characteristics of almost all markets. The goods that people need and all kinds of related products can be found in the online market. Second, the subjectivity of

consumer groups. The effective transmission of information makes the consumer's cognitive level rise rapidly, and the variety of similar products in the online market is large, which directly leads to more reasonable shopping concepts, richer shopping options, and more diverse shopping requirements. Consumers dominate the traditional trading model during the transaction process, and increasingly pursue high-quality, personalized products. Third, the diversity of business cooperation. The network breaks through the constraints of location and time, and the communication between different enterprises is closer, and the required information can be quickly obtained to make the choice of cooperation partners in business cooperation more diverse.

China implemented reform and opening up in 1978. During these 42 years and the first 15 years, the sales of the cosmetics market have grown at an average annual rate of 23.8%, with the highest year reaching 41%, and its growth rate is much higher than the average of the national economy. Growth rate; and in the following 20 years, the overall average annual sales of cosmetics is still growing at a rate of more than 7%. From 2015 to 2019, the total retail sales of cosmetics in China increased from 204.9 billion yuan to 299.2 billion yuan, a total increase of 94.3 billion yuan. China's cosmetics consumption accounted for 12.7% of the total global cosmetics consumption, second only to the United States (18.3%) and higher than developed countries such as the United Kingdom (3.6%) and Japan (7.7%). Since 2010, the Chinese cosmetics market has continued to expand in scale and maintained a steady growth trend. Now, China has developed into the world's second-largest consumer of cosmetics after the United States.

The rapid rise of China's cosmetics industry has nothing to do with the current good development of e-commerce platforms. According to statistics from Taobao and Tmall, in 2019, online consumption amounted to 204.9 billion yuan, an increase of 35.4% from 2018. The rise of online shopping platforms has further boosted the development of the Chinese cosmetics industry.

The rapid rise of China's cosmetics industry is not unrelated to the current good development of e-commerce platforms. According to statistics from Taobao and Tmall, in 2019, online consumption reached 204.9 billion yuan, an increase of 35.4% over 2018. The rise of online shopping platforms has further stimulated the development of China's cosmetics

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industry.

With the development of the Internet and the development of information technology, the influence of the Internet on people's consumption patterns is getting stronger and stronger. The influence of beauty bloggers on the consumption of skincare products cannot be ignored. The gradual consumer trend of pursuing fashion and beauty has become increasingly prominent. In 2018, the number of college students in China reached 37 million, ranking first in the world. College students are an important part of society, and the consumption of college students has also attracted people's attention. With the rise of beauty bloggers, skincare products have become more and more important to people and become necessities of life. As a new generation of college students, more and more attention is paid to the requirements of skincare products. The proportion of the total consumption of college students in the consumption of skincare products has shown a continuous upward trend. College students are becoming a new rising force in the beauty consumer market.

The consumption concept of the younger generation has changed. They are not blindly following the traditional big names. As of June 2019, 10-39-year-old netizens accounted for 65.1% of the total netizens, of which 20-29-year-old netizens accounted for the highest proportion, reaching 24.6%. How to attract young consumer groups has become the key to the rise of Chinese local brands. Alibaba said that "new domestic products" including Chinese brands, non-legacy brands, and time-honored brands are attracting more young people through Alibaba. As a newly rising Chinese cosmetics brand, Perfect Diary is one of the best.

With the upsurge of online retail, global physical retail is showing signs of decline, and its share is being eroded by online consumption. Among them, the cold winter of the US physical retail industry has lasted for three years since 2017. Not only is there no sign of recovery, 2019 The number of closures of physical retail stores hit a new high in recent years.

According to the latest survey report by Coresight Research, a consulting agency, as of December 13, the number of physical retail store closures across the United States this year has reached 9,302, a record high since the agency began tracking this data in 2012. The tide of store closures continues to sweep the US retail industry, and the growth in the number of stores has also slowed significantly. In 2019, the number of net closed stores (number of closed stores-number of stores opened) in the US physical retail industry reached 4,930,

which is more than the sum of the past two years.

In this round of store closures, many retail giants are not immune. Payless, Gymboree, Charlotte Russe, and Shopko went bankrupt. Fred's and Forever 21 are filing for bankruptcy and announced plans to close stores. Ann Taylor, Family Dollar, GNC, Walgreens, Victoria's Secret, JCPenney, and other retailers also Reduced the number of stores to save money and focus on stores with better performance.

According to the "2019 China Social E-commerce Industry Development Report", in China's 9 trillion online retail markets in 2018, the social e-commerce market has reached 1,262.47 billion, accounting for 14%; it is expected that social e-commerce will be in online retail in 2019 The proportion will exceed 20%, and this proportion will exceed 30% in 2020. Social e-commerce endorsed by acquaintance relationships changed the shopping links of traditional e-commerce users, and greatly improved marketing reach and conversion rates. In 2019, the transaction scale of China's online retail market reached 10.32 trillion yuan, accounting for 25.07% of China's total retail sales of 41.16 trillion yuan in 2019, an increase of 2.57 percentage points from the previous year. The proportion of online shopping in the total retail sales of consumer goods continues to increase, exceeding a quarter in 2019, which shows that the importance of online shopping is prominent. Consumers' consumption habits for online shopping have been cultivated, and they have a certain dependence on online shopping. At the same time, coupled with the combined promotion of online and offline retail systems, the new retail market can be expected in the future.

China's online retail has entered the "new consumer era" of branding, quality, green, and intelligence. The continuous growth of the domestic consumer economy drives the continuous high-quality development of online retail, and the rapid rise of new industries, new formats, and new models. Online retail not only plays a strong role in boosting the Chinese economy, but also meets the multi-level and diversified needs of consumer groups, and further releases the consumption potential of residents.

From the perspective of the retail situation of the cosmetics industry: in April 2019, the national cosmetics retail sales were 21 billion yuan, an increase of 6.7% year-on-year, and the growth rate slowed down; from January to April 2019, the national cosmetics retail sales were 96.2 billion yuan, compared with the same period last year compared with an increase of

10.0%. Although the scale of China's cosmetics market ranks second in the world, it is only one-fifth, or even one-seventh, of the per capita consumption of cosmetics in these developed countries, compared with countries with more mature cosmetic consumption such as the United States, Japan, and South Korea. Level. Therefore, the per capita consumption of cosmetics in my country has a huge room for growth.

With the rapid economic growth, the continuous improvement of residents' income level, the consumption upgrade, the change of consumption habits, the increase of core consumer groups, and the enhancement of skin care products consumption concepts determine the huge capacity and growth space of China's skin care market. China's huge population and low per capita consumption level of cosmetics provide huge room for development in the skincare market. In recent years, China's information infrastructure construction has accelerated, the information network infrastructure has been further improved, and the level of application services has been continuously improved, which has led to explosive growth in information consumption. The advantages of e-commerce channels in the information display, information dissemination, and information sharing have broken through the channel restrictions of different positioned skincare brands in different regions. International brands can develop low-tier cities at low cost through e-commerce, while Chinese brands have the opportunity to gain access to the core urban consumer market. The online market has become an important channel favored by both international and Chinese brands.

The advent of consumption upgrades has made consumers pay more attention to product quality, and they are more willing to pay for cost-effective products. At present, international brands firmly occupy the high-end market, and Chinese local brands want a strong market and need high prices to gain consumer recognition. After entering 2016, the term "new domestic products" began to become the direction pursued by Chinese brands. Not only in the Chinese manufacturing industry but also in the Chinese cosmetics industry, domestic cosmetics brands have also set off a new domestic product movement. In the future, local Chinese brands may take advantage of high-end quality and mid-range prices to seize the market.

CHAPTER 3

Literature Review

This section is divided into three parts to review the relevant literature. The first part is about the market environment and environmental changes under Internet marketing. The second part focuses on describing consumer behavior in the Internet market. The last part is to review the related literature of Perfect Diary in marketing.

3.1 The market environment and its changes under Internet marketing

In people's traditional concept, network marketing is selling products online (Zhang, 2017). However, there is no accepted definition of the term "network marketing" in the academic world. American Rafi Mohamed, Robert Fisher, and Bernard Jawaski Cahill quoted the definition of Dictionary of Marketing Terms in their books: Internet Marketing is a way of establishing and maintaining a customer relationship, this kind of relationship promotes the transaction of products and services through online behavior to obtain mutual satisfaction as the starting point (Li and Wu, 2009). Feng Yingjian, a Chinese internet marketing expert, believes that internet marketing is a part of a company's overall marketing strategy. It is a variety of activities operated on the Internet to achieve the overall goals of the company based on the Internet (Zhu, Gao and Cheng, 2013).

Network marketing began to appear in the 1990s, and it has developed rapidly in recent years. In 1996, some advanced enterprises in China began to conduct online marketing. With the rapid development of e-commerce, more and more enterprises also began to learn and conduct online marketing (Ding, 2010). Since 2000, China's online marketing market has gradually formed. Although network marketing has been developing rapidly in enterprises, its problems have gradually emerged. For example, the marketing model of network marketing is relatively single, technical talents are vacant, and there are technical shortcomings. These will be discussed later (Zhang, 2017).

According to the statistics of "China Cosmetics Industry Market Demand Forecast and Investment Strategic Planning Analysis Report", the market size of China's cosmetics industry

has reached 134 billion yuan in 2012, and by 2017, the market size of China's cosmetics industry has reached 251.4 billion yuan. The cosmetics market will continue to maintain a relatively high growth rate, and it is expected that by 2020 the market size will reach about 423.9 billion yuan. With the rapid economic growth, my country has become one of the most potential cosmetics markets in the world, and this not only means huge growth dividends but also means greater competition (Cao, 2019).

Competition means that the market has ushered in many changes. The first is globalization. The openness and interconnectivity of the Internet have promoted the rapid dissemination of corporate marketing information around the world. The potential customers of companies have extended from the original local, regional, and national characteristics to all corners of the world（An and Mi, 2017）. The citizens of the earth have become the Marketing objects, the network makes the marketing scope of enterprises have globalized new changes (Sun, 2017).

The second is that the cost has become lower. Zhao (2013) believes that under the traditional marketing model, because middlemen are always the indispensable bridge between production and sales, and there are even multiple middlemen, the product price is much higher than the manufacturer's expected retail price, which reduces the interests of consumers and also Affected the improvement of manufacturers' competitiveness. And under network marketing, the cost of enterprises is greatly reduced (Zhao, 2020). For example, large quantities of raw materials can be purchased, thereby reducing procurement costs; online shopping saves store costs. Accurate promotion based on customer needs reduces market advertising costs and overall operating costs (Xu, 2017); orderly arranges production according to consumer needs and reduces inventory Cost; Internet operation reduces the cost of personnel wages, utilities, etc.

The third is faster information. The fastness and openness of the network make the connection between various links not only rapid but also more comprehensive and complete (Huang, 2019). Fastness enables manufacturers to collect consumer perceptions of products for the first time and to improve and adjust their products in time to further optimize services (Sun, 2017). Openness can enable the Internet to have a wide range of audiences, different

preferences, different evaluations, and other massive information to conduct an all-round and popular objective evaluation of corporate product characteristics and corporate culture, thereby providing consumers with fair cognition and judgment information (An and Mi, 2017).

The fourth is the change in the marketing process. The three steps from traditional marketing research to selecting the target market and finally to advertising are changed to collect consumer Internet data, extract demand information, recommend personalized products to consumers, and provide consumers with a 24-hour online shopping platform (Chen and Zhang, 2018). Targeted after-sales service, and finally insufficient improvement to attract potential consumers.

The fifth is the change in consumer behavior. In the past, consumers would choose to go to stores to buy specific goods at specific times and holidays, such as Christmas and Spring Festival. Now, consumers only need to move their fingers to shop online anytime, anywhere. Moreover, the emergence of Internet shopping platforms makes consumers more inclined to choose more personalized and unique products.

The sixth is the change in trading methods. Wang (1993) believed that offline payment has evolved into multiple payment methods. Now there are two convenient and safe transaction methods: online payment first, offline consumption second, and offline consumption first, then online payment. Compared with traditional methods, this method is more reliable, convenient, and safe for producers and consumers.

The seventh is the change in after-sales service. Due to the speed and popularity of the Internet, consumers can post their views on a certain product on social networking sites, which enables businesses to quickly view and provide corresponding after-sales services (Xu, 2017).

3.2 Consumer behavior in the Internet market

One of the core tasks of marketing is to gain insight into customer needs. Consumers' consumption behavior will reflect their needs. Internet marketing is a new type of marketing method based on the Internet (Zhao, 2020). Due to the development of the Internet, more and more consumers choose to consume on the Internet (Bai, 2012). The market has not only

entered the "one consumer-centric" corporate philosophy but also entered a new marketing era where "consumption determines production and sales" based on the user's standpoint (Zhao, 2020).

People's life pace is accelerating, and people can quickly buy their favorite commodities (Wang and Nie, 2015). New consumption patterns are quite different from traditional consumption behaviors. Consumers' individual needs have increased (Huang, 2019). Consumers are the proactive party in marketing activities and will look for suitable products on the Internet according to their needs. Traditional large-scale, homogeneous products are no longer suitable for the individual needs of consumers in the Internet age (Sun, 2017).

There is no time and space restriction on online shopping, but at the same time, consumers can only learn about the commodity situation through online information (Zhang, 2017). Some brands do not have physical stores and can only sell through online channels. In this regard, consumers will actively search for effective information on the Internet and learn about the situation from other consumers (Huang, 2019). Part of the initiative of marketing is transferred from the enterprise to the consumer, and the consumer is no longer a passive receiver. The convenient online world will magnify this initiative. Consumers often compare similar products before making purchase decisions. Therefore, the online experience will largely affect consumers' purchasing decisions (Wang and Nie, 2015).

This requires companies to fully understand the new changes brought about by the Internet when they conduct marketing (Bo, 2016). If an enterprise wants to enhance its competitive strength and improve economic efficiency, it must cultivate customer loyalty (Ding, 2010).   Customer loyalty is the degree to which customers have feelings for a certain company's products or services due to the influence of many factors such as quality, price, clothing, etc., forming a preference and repeating purchases of that company's products or services for a long time. The higher the customer evaluation, the more repeat purchases, and the higher the customer loyalty (Bai, 2012).

In the Internet marketing era, consumers participate in a series of processes such as the design and development, production, sales, and service of enterprise products, and can communicate with enterprises in a timely manner through the Internet, so that consumers can purchase products that truly meet their individual needs (Zhao, 2020).

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Many scholars have done research on consumer behavior in the new era (Chen and Zhang, 2018). In the traditional environment, consumer behavior generally follows the AISAS model (Wang, 1993). That is Attention → Interest → search → action → share. With the development of the Internet, DCCI and Future Think Tank proposed the SICAS consumer behavior model in 2011, namely Sense → Interest & Interactive → Connect & Communicate → Action → Share. This model also points out the initiative and interaction of consumers in the mobile Internet environment, but the integration of various links does not have a fixed development path after being attracted like the AISAS model (Wang, 1993).

In recent years, Wang (1993) pointed out that some scholars have put forward a new ISMES consumer behavior model through comparative research and analysis of consumer behavior in three consumer environments of traditional markets, traditional networks, and new networks, namely Interest & Interact → Search → Mo-payment → Experience → Show.

There are also some consumers who will have fan irrational consumption behavior. The "Fans Economic Report 2019" shows that in 2018, idols promoted fan consumption of more than 40 billion yuan, an increase of 114% year-on-year, and nearly half of which was the purchase of goods, which rose from 6.99 billion yuan to 232. . 9 billion yuan. As many as 47.8% of netizens completed the purchase directly through the link given in the content of "Planting Grass". The content of the report fully affirmed the consumption power and economic contribution of the star fan group. The consumer is the identity opposite to the producer in the dual identities of fans (Li, 2016), and includes two levels: consumers as fans and fans as consumers. The behavior of fans as consumers is an emotional catharsis, which has the characteristics of fanatical consumption and religious enthusiasm; while consumers as fans have carpet-like information gathering, philatelic-style commodity consumption, and fan community gatherings of "consumer community" Behavioral characteristics. Fan consumption is a kind of cultural consumption, and it is also non-essential consumption. Fans consume mostly out of spiritual needs. In a modern society where life, work, and study are under great pressure, "fan consumption" is usually regarded as a reward. By reducing the self-discipline of consumers, the star-chasing account instantly expands, thereby forming impulsive consumption (Li, 2020).

As an important part of consumer behavior theory, customer loyalty can be traced back to

the 1950s in international research. The initial research on customer loyalty focused on the number of repeat purchases. Most studies generally believe that the more purchases, the higher the loyalty. For example, Jacoby and Chestnut (1978) believe that frequent purchases are customer loyalty; Tucker (1993) defines more than 3 consecutive purchases as customer loyalty. Later, as research continued to deepen, a more comprehensive and scientific definition of customer loyalty emerged, that is, the definition of customer loyalty that includes attitude loyalty and behavioral loyalty (Dick and Basu, 1994; Oliver, 1997; Sindell, 2000). Most of the current researches also recognizes the definition of customer loyalty that includes attitude and behavior dimensions. Customer loyalty is essential to the development of a company. The research results of many scholars have shown that customer loyalty has a stronger effect on the profit of a company than market share, unit cost, and other factors related to the profitability of the company. Reicheld (1996) believes that the main task of companies today is to manage customer loyalty. This is science. No company can ignore the economic science of customer loyalty. There are many factors that affect customer loyalty. Oliver (1997) first put forward the concept of customer satisfaction. Many scholars (Mittal and Lassar, 1998; Ruth, 1998; Roger, 1996) have also proved through research that customer satisfaction has a positive relationship with customer loyalty. Most existing scholars are more inclined to regard customer satisfaction as a driving factor in customer loyalty. Factors that more directly affect customer loyalty include product and service quality, switching costs, relationship trust, corporate image, situation, and other factors (Philip, 1999; Anderson and Weitz, 1992; Boulding, 1993).

Jacoby (1971) believes that customer loyalty is a behavior preference caused by customer psychology or attitude. The famous American scholar Dein (1969) first proposed that companies should consider the behavioral and attitude components of customer loyalty. He pointed out that the customer's attitude towards the company or the customer's buying behavior in the company can only explain one component of customer loyalty. Only by comprehensively analyzing the customer's buying behavior and the customer's attitude towards the company can a company more accurately measure customer loyalty.

Brown (1952) divides customer loyalty into four categories based on customer's consumption behavior, namely "non-reneged customer loyalty, defected customer loyalty,

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unstable customer loyalty, and no customer loyalty ". Gremler and Brown (1996) believe that customer loyalty can be subdivided into three different levels of behavioral loyalty, intentional loyalty, and emotional loyalty according to its degree. Behavioral loyalty is the repeated purchase behavior actually shown by the customer. Intentional loyalty is the customer's intent to buy in the future. Emotional loyalty is the customer's attitude towards the company and its products, including that customers will actively promote the company's products to people around them. This kind of customer loyalty composed of behavior, intention, and emotion focuses on the evaluation of customer behavior trends (Qiao, 2010).

American marketing scholar Oliver (1997) pointed out that customer loyalty is the strong willingness of customers to buy their favorite products and services for a long time, and the actual repeated behavior of customers. Real customers will not change jobs due to the influence of the external environment or the marketing measures of competitors. Oliver (1999) further pointed out that customer loyalty includes four components: cognitive loyalty, emotional loyalty, intentional loyalty, and behavioral loyalty. He believes that cognitive loyalty affects emotional loyalty, and emotional loyalty affects intentionality. Loyalty, intentional loyalty affect behavioral loyalty. Reicheld and Sasser found that customer loyalty is more important than market share in determining profit (Sasser, 1995). In the service industry, they analyzed, when customer loyalty increases by 5%, profits will increase by 25% to 85% (Reicheld and Sasser, 2001).

In the 21st century, customers' consumer needs have become increasingly complex, diversified, and individualized. The uncertainty of the economic world has made more and more companies no longer blindly fight "price wars", but pay more attention to customer loyalty. In fact, customer loyalty provides the possibility for companies to predict revenue and even gain profits because the cost of maintaining existing customers is much lower than acquiring new customers (Luo, 2018). In previous literature studies, most scholars believe that the most effective way to cultivate customer loyalty is to satisfy customers. Many customer loyalty programs are designed around customer satisfaction (Zhang and Tian, 2007), academia It is agreed with the business community that product value and customer satisfaction are important factors affecting customer loyalty. However, with economic development and the improvement of people's living standards, customers are more inclined

to pay attention to the services they receive during the purchase process and to focus on quality and brand. Market competition has long evolved into a competition between brands, and the relationship between enterprises and customers has entered the emotional marketing stage. At this stage, companies should attract and retain customers by satisfying their emotional needs (Fu, 2015). Therefore, theorists have begun to study brand attachment as another factor affecting customer loyalty. In addition, driven by brand attachment, it often produces brand promise results (Park CW et al., 2006). Strong brand attachment helps to predict the promise of maintaining relationships and transform them into satisfactory long-term relationships, thereby forming customer loyalty (Luo, 2018).

With the deepening of research, people found that the economic value of customer loyalty is mainly manifested as follows: First, loyal customers usually have a higher repeat purchase rate. Secondly, loyal customers do usually not price sensitive and can resist the temptation of competitors to lower prices. Finally, word-of-mouth publicity by loyal customers can have a multiplier effect on market expansion. But none of them conducted an empirical test of their academic views. So far, the academic circles have not formed a consensus on the relationship between customer satisfaction and customer loyalty. The research results of some scholars show that there is an obvious positive correlation between customer satisfaction and customer loyalty (Qiao, 2010). They believe that satisfied customers repeatedly purchase products or services of the company, and dissatisfied customers will "hope" and purchase products or services of competitors.

In terms of online customer loyalty, Smith (2002) believes that online customer loyalty is affected by brand image, price, product quality, and service. Gommans (2001) believes that website design and technology, value orientation, customer service, trust and safety, and brand building affect online customer loyalty. Srinivasan, Anderson, and Ponnavolu (2002) proposed eight factors that may affect consumer loyalty in online stores, namely personalization, contact and interaction, cultivation, care, virtual community, selectivity, convenience, and website characteristics. George Balabanis, Nina Reynolds, and Antonis Siminitiras (2006) studied the customer loyalty of online stores from the perspectives of perceived barriers to transfer and customer satisfaction, and found that even if consumers are satisfied, they will frequently change their choices of online stores, and perceived barriers to

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transfer. There are differences in different customer satisfaction levels. Ellen Reid Smith pointed out that the determinants of online customer loyalty are product, quality, price, and image.

Andeson and Srinivasan (2003) also show through empirical research that online customer satisfaction has a significant positive impact on online customer loyalty. Shankar (2003) research shows that satisfaction and loyalty are a mutually beneficial relationship, which strengthens each other, and this relationship is more obvious in the network environment. Park and Kim (2003) found in a study of South Korea that satisfaction is related to consumers' commitment to the website and actual purchase intention. Shergill, Bing, and Mgt. (2004) and other research results also show that customer satisfaction, brand reputation, trust, and transfer costs all have a positive and significant impact on online loyalty. Among them, customer satisfaction is the most important factor with the largest regression coefficient. Customer satisfaction, brand reputation, trust, and transfer costs all have a positive and significant impact on online loyalty (Haistead, Hartman and Schmidt, 1994).

Bai (2002) reviewed, sorted out and commented on the research of customer value in various countries, and re-examined the understanding of customer satisfaction on this basis. Han and Wei (2001) believe that due to random factors, the relationship between customer satisfaction and loyalty is a correlation, but not a strong correlation. There are very few theories about customer loyalty in China, and only preliminary research has been done on the approach of customer loyalty management, and more are the introduction and introduction of research from various countries (Bai and Liu, 2002). At the same time, although the company's managers are well versed in the benefits of retaining customers, in actual business operations, the loss of old customers is often left unchecked. There are a few specific measures to retain customers. The reason is that on the one hand, they are loyal to customers. The cognition is still in its infancy, and it is believed that improving customer loyalty is an additional task for the enterprise. On the other hand, there is still a lack of systematic research on the construction of customer loyalty, and the enterprise cannot find the model and plan for construction.

Li and others summarized customer loyalty into three types, namely attitude loyalty theory, behavior loyalty theory and synthesis theory (Li, Gao, et al., 2006). The first point is attitude

loyalty. It is mainly discussed from the perspective of customer's emotions, consciousness and behavior tendency. Liu Zhigang and Ma Yunfeng (2003) believe that customer loyalty is the degree of consumer specificity towards a certain product and manufacturer in the long-term consumption process; Zhang Weidong (2004) believes that the so-called customer loyalty means that consumers face two or two When competing with the above brands, prefer a certain brand. The second point is the behavior loyalty theory. Mainly from the customer's behavior of a certain brand's products and services to study. Liu Shuang (2003) believes that customer loyalty refers to the behavior of consumers through information communication and direct product use experience, identifying, accepting and trusting a company's promise, and transforming it into the final purchase and repeat purchase; Fu Chao (2000) believes that customers Loyalty means that customers can resist the price concessions offered by competitors, continue to purchase the company's products or services, and even publicize the company free of charge. The third point is synthesis. Scholars holding this view believe that customer loyalty is the unity of attitude loyalty and behavior loyalty. Liu Hongcheng (2004) believes that customer loyalty refers to the unification of customers' positive attitudes, emotions, preferences and external repeated patronage behavior towards a certain brand. Ma Qingxue (2003) believes that the so-called customer loyalty means that customers have a certain degree of dependence on a certain brand's products and services in their consumption, have a certain emotional preference, repeatedly purchase products and services of the same brand, and actively promote and promote the company. It is recommended, and not susceptible to the temptation of information from the outside world, especially competing for brands.

The research of Sang Hui and Xu Hui (2005) Research on online shopping motivation shows that the convenience and enjoyment of online shopping also affect consumers' attitudes towards online shopping, and consumer characteristics play an indirect regulating role. When consumers have online shopping intentions, the type and characteristics of the required products, trust in new purchase methods, and whether they have online shopping experience will all affect the realization of the final purchase task.

Wang Chunxiao (2001) believes that many online business managers focus on attracting customers instead of trying their best to retain customers. In fact, compared with traditional

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companies, customer loyalty is more important to online companies. Therefore, online companies should consistently provide customers with high-quality consumption experiences and quickly win the loyalty of existing old customers who can make the company the most profitable. And attract the right new customers (Wang, Wen, et al., 2001).

Bu Xinyi (2001) believes that the key to cultivating customer loyalty is that while providing customers with satisfactory products or services, an enterprise must establish a mutually beneficial long-term cooperative relationship between customers and the enterprise, and proposes the main way to cultivate customer loyalty (Bu, Wang and Hang, 2001).

Cao Zhenhua (2006) empirically analyzed the trust issues in online transactions of Taiwanese consumers and found four key factors for privacy protection, payment security, online community, and service quality. The empirical research of Cui Yanwu and others on the relationship benefits of customers in the e-commerce environment shows that the relationship benefits of customers have a significant influence on customer satisfaction, and they are positively correlated (Cui, Su and Li, 2006).

3.3 Related literature of Perfect Diary in marketing

In the early years, as the European and American cosmetics market has already matured, China has been invaded by international make-up brands before paying attention to the cosmetics market (Li and Zhang, 2019). But in recent years, a number of Chinese makeup brands have emerged. Consumers consciously buy Chinese brands. Perfect Diary is a well-known Chinese makeup brand.

Perfect Diary opened 3 pop-up stores in Beijing and Shanghai from July to September 2017 in order to enhance customer experience. Until January 19, 2019, Perfect Diary set its sights on Guangzhou Grandview Plaza and opened The first offline experience store (Zhu, 2018). Whether it's opening a pop-up store or the first offline experience store, Perfect Diary will not only display various popular products in the store, but also provide customers with a better experience, specially equipped with a number of makeup artists on site to assist consumers. Try makeup, and invite well-known models and beauty fashion bloggers to ignite the atmosphere on the first day of opening to attract more traffic (Wang, 2013). This makes use of offline experience stores to increase user experience. Whether it's the gray-white

technology-style decoration, beauty and coffee social venues, KOL store live broadcast stations, the design of the perfect diary store function undoubtedly caters to the preferences of young people. In addition, Perfect Diary refers to consumers' freedom to try makeup in the store as "zero pressure trial" (Xu and Liu, 2019). Because the clerk does not circle around the customers, Perfect Diary hopes to create as much freedom and shopping environment as possible for customers. Huang (2019) pointed out that 70% of Perfect Diary's sales come from online Tmall. The positioning of offline stores is not to chase sales results but to value consumers' consumption experience. Feng (2019) stated that offline is a very important channel for reaching consumers and communicating with consumers.

Perfect Diary attaches great importance to the use of high-quality idols and fan economy to bless the brand's influence. Invite popular traffic idols to endorse (Li, 2019). Fans will buy a lot of products endorsed by idols in order to make achievements for idols. This is a typical fan economy (Zhu, 2018). Perfect Diary will also invite KOLs to collaborate on beauty products, and then KOLs promoted the product on social networking sites, so that KOL fans will also buy related products (Zhang, 2019).

Perfect Diary is well versed in the catalyst channels and decision-making process of young consumers before buying makeup products. Through the flexible use of live broadcasts, short videos, graphics and other forms, it conducts continuous and in-depth communication with consumers on various social media platforms. So as to promote efficient conversion. Whether it is eye shadow or lipstick, Perfect Diary invites celebrities and head KOLs to interpret core creative videos and posters, and many beauty bloggers use their creativity to produce makeup teaching content and build product reputation. Ordinary consumers have followed the trend to buy and try, and the advantages of the product itself have stimulated consumers' spontaneous UGC evaluation and secondary communication sharing, and continue to accumulate brand reputation (Lillian, 2019).

The target consumer groups of Perfect Diary are "the new generation of people born after 95 and 00" and "young women between 18-28". According to the "2018 Beauty Industry Insight Report", the proportion of the young audience of makeup products is close to 80%, and the post-90s and post-95s are growing into the main force in the consumption of makeup products.

For a long time, Perfect Diary has been operating and operating through e-commerce channels (Li and Zhang, 2019). Establish a platform for communication and interaction with consumers (Bai, 2012). Perfect Diary not only gathers consumers in physical stores into a WeChat group, but also gathers every consumer who has purchased company products on the Internet into a dedicated WeChat group. Achieved to divert customers from physical stores to online shopping malls for more concentrated marketing activities (Li and Zhang, 2019). Open up online and offline, online fans to offline trial experience, offline consumers check in and share, and lead to online conversion into brand fans, to establish more lasting and in-depth communication (Lillian, 2019). TikTok is the benchmark for social media content marketing. On July 20, 2018, the official account of Perfect Diary released the first video, entering the short video of TikTok. The official list released by the Chinese version of TikTok shows that in the beauty care industry, "Perfect Diary" ranked first in the beauty care fan list in September 2019, with more than 1.28 million fans. In the real-time popularity rankings of brands in the Chinese version of the TikTok beauty industry, Perfect Diary ranks fourth and is the only Chinese brand among the top five brands. The results of its operations are obvious (Cao, 2019)

A complete logistics service system has been established (Xu, 2017). Perfect Diary can purchase on the same day and arrive the next day, which greatly improves the happiness and satisfaction of customers and increases customer loyalty (Li and Zhang, 2019).

It is understood that each season of the new products of Perfect Diary will go through full data analysis and consumer research, and experience more than 1,000 hours of creative polishing to create eye shadows that are satisfactory and fresh to users. Accurately responding to consumer needs, sincere product research and development, surprising innovation capabilities, and the ultimate cost-effectiveness have greatly enhanced the competitiveness of Perfect Diary's eye shadow products (Lillian, 2019).

Maslow's hierarchy of needs stated that people will seek to satisfy higher-level needs after realizing lower-level needs. Nowadays, people's living standards are improving day by day, and consumers' demand for products is not only in the function of use, but more attention to experience and feeling. And cross-border marketing is exactly a kind of marketing centered on consumer experience. According to existing research, cross-border marketing mostly refers

to the cooperation of non-competitive products or brands in different fields to achieve complementary advantages to meet the diversified needs of consumers. Cross-border marketing intends to extend or expand the original product concept, thereby highlighting a distinctive lifestyle, aesthetic appeal or value concept, getting rid of a fixed and single impression, and allowing consumers to feel the product or brand more diverse Image (Zhao, 2019). Philip Kotler once pointed out that the future brand world will only have three survival modes, independent brands that dominate the mainstream market, small brands of alternative factions, and a hybrid brand composed of two independent brands with non-competitive relationships (Xu and Zhu, 2013). In recent years, with the rapid development of the Internet, the boundaries between industries have become increasingly blurred. At the same time, consumers are also seeking more creative and distinctive products after experiencing the aesthetic fatigue of traditional marketing. , More and more companies are keen to find partners to achieve cross-border marketing to meet the needs of consumers (Yu, 2018). The only reference basis for Perfect Diary's network marketing layout is what young people like nowadays, they do what they do (Cao, 2019). In 2018, Perfect Diary joined the British Museum to draw inspiration from its classic Majolica pottery plate, and launched the Visionary 16-color eyeshadow palette, which was the first joint venture between its products and the world-renowned IP. It also stimulated the "co-branding fever" in the field of fashion and consumer goods (Lillian, 2019). In the eyeshadow product line of Perfect Diary, the three co-branded series with Discovery, the British Museum and China National Geographic are also star products that have brought a lot of attention and topics. IP cross-border joint names in the cosmetics industry are not uncommon, but only by constantly breaking through the boundaries of imagination and forming a resonance between products and IP through in-depth cooperation of internal fit, can they effectively help product transformation and brand asset accumulation (Xu, 2019).

Perfect Diary stands out quickly with its powerful network marketing capabilities. What is its brand power? We open the brand's official website and it can be seen in the introduction of the "Brand Story": "Perfect Diary was established in 2016 / developed a series of "easy-to-use, high-quality, well-designed" fashion makeup products / provided a new generation of young Chinese women with fast fashion makeup Products and beauty solutions/creating CHINA

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BEAUTY ICON with international influence." A few words of introduction, no story line, no emotional communication (Perfect Diary Unlimited Beauty, 2020).

Regardless of online or offline, the key to a brand is how to face consumers. The success of Perfect Diary online lies in its understanding of the consumer groups it faces, and now it is moving to offline, how to better communicate with users and better Building brand loyalty is the key (Xu, 2019).

CHAPTER 4

Research Methods and Research Content

In order to study the relationship between Internet marketing and customer loyalty, this article uses traditional customer loyalty and Internet marketing related theories, based on previous studies, analyzes the influencing factors of Internet marketing and online customer loyalty, and analyzes the pros and cons. The actual questionnaire collects data, analyzes the obtained data, puts forward the dilemma faced by the perfect diary, and proposes strategies to improve customer loyalty. This article will carry out this research by combining qualitative analysis and quantitative analysis through literature review, questionnaire survey, analytic hierarchy and other methods.

This article is divided into chapters to explain relevant information. The first chapter is the purpose of the research. The second chapter is the research background, including the market environment background. The third chapter is a literature review, which is divided into three sub-sections, namely the market environment and changes in the environment under Internet marketing, consumer behavior and customer loyalty, and Perfect Diary's measures in marketing. Read the literature to pave the way for the next chapters. The fourth chapter is the research method and research content. The fifth chapter is the result of the questionnaire and data analysis, and analyze the customer loyalty of Perfect Diary deduced from it. The sixth chapter is about the difficulties and current problems of Perfect Diary. The seventh chapter is a solution based on the previous article. The eighth chapter is the deficiencies and limitations of this research. The ninth chapter is idea for future research and summary. The last appendix is the references used in this research and some data graphs.

CHAPTER 5

## Questionnaire Analysis

5.1 Questionnaire results

Through the questionnaire survey, 324 valid questionnaires were collected. In order to further understand the target group of Perfect Diary in China and consumers' feelings and thoughts about Perfect Diary's marketing methods at this stage, a total of 20 options or questions were raised (Appendix A). The following are some analyses based on the results of the questionnaire.

Most of the consumers of Perfect Diary are women, up to 67.9%. The proportion of people aged 19 to 29 is the highest among all age groups, with 77.16%. Consumers are more inclined to buy European brands, such as Chanel and L'Oreal, among the five cosmetic brands of European, American, Japanese, Korean and Chinese brands, accounting for 58.64%. American brands ranked second, such as Estee Lauder, NARS and other brands, accounting for 47.53%. Chinese brands are second only to American brands with a ratio of 46.3%, ranking third.

According to Figure 5.1, we can understand that consumers are more willing to buy products with good quality, good reputation, preferential prices and excellent brand culture. 88.27% of consumers pay more attention to the quality of cosmetic brands, followed by raw materials (65.43%) and price (63.58%). Consumers do not seem to care much about spokespersons (4.32%) and brand names (6.17%).

83.33% of consumers will choose to buy cosmetics in online stores. This may be because 90.74% of people will see advertisements for related products on social networks or apps. At the same time, 43.83 people know the Perfect Diary brand through advertisements. Not only that, 62.35% of people will After seeing the advertisement, there is a desire to buy. However, 61.11% of people think that Perfect Diary's an advertising and marketing are too much, resulting in excessive marketing, which is not a good thing for Perfect Diary.

Figure 5.1
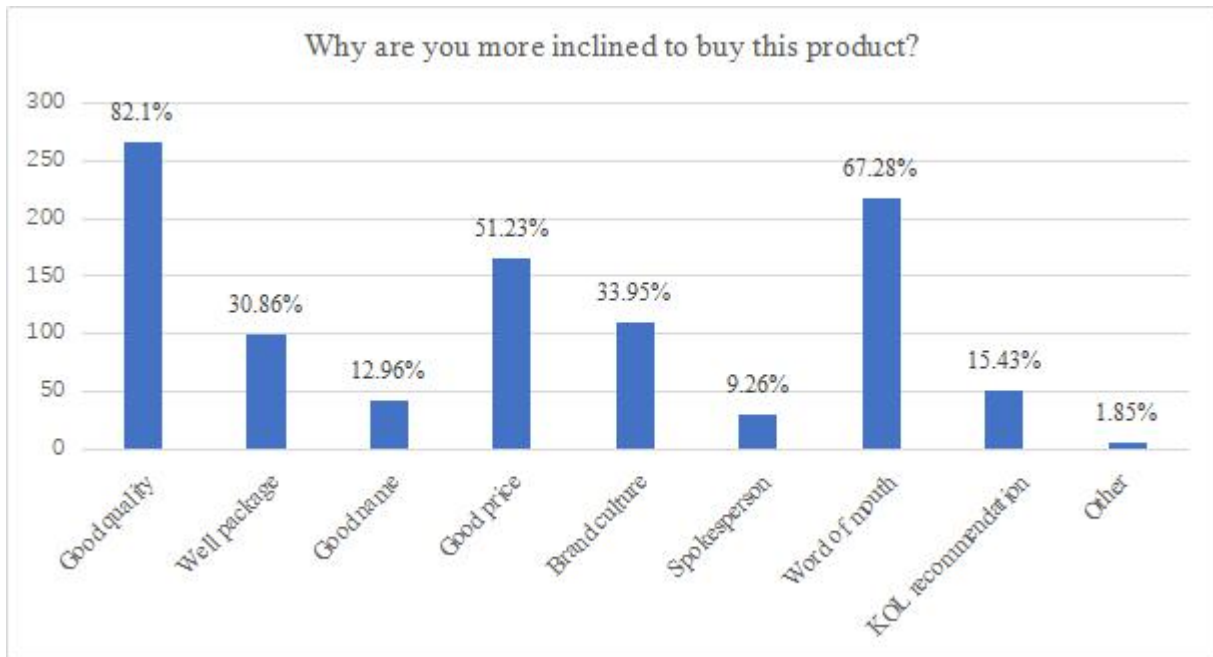
Although Perfect Diary promotes KOLs and celebrities to advertise its products, it is learned through questionnaires that consumers trust their friends more. As many as 95.68% of them trust the recommendations of friends rather than celebrities and KOLs. Even if consumers accept advertising, they only prefer pictures and video modes, accounting for 66.05% and 72.84% respectively. Here is a "fan economy". Fans can easily complete the order under the video guidance of a "KOL recommends the same idol", but in fact they may not need this product now. At the same time, when the fan community saves a certain amount of money or gets a windfall in some way, the fan community usually regards the money as extra money and uses this money to buy a piece that would not normally be purchased. Highly-priced and idol-related products to show their reward. Even the money saved from the "food account" will be misappropriated to the "star chaser account", and even a certain amount of subsidy will be given to this money for extraordinary consumption. For example, if you get a windfall of 50 yuan while buying a lip glaze costs 69 yuan, fans need to subsidize 19 yuan by themselves, but fans will still feel that they have earned it. Of course, the fan economy is still rare, but the purchasing power of fans cannot be ignored. Although most

consumers trust their friends' recommendations, Perfect Diary's KOL cooperation eye shadows have sold well, with 200,000 pieces sold in a week. According to statistics, 7.46 million eye shadow trays were sold in one year, which is the eye shadow category of China's online mall Tmall. Sales champion for 17 months.

In several questions about the Perfect Diary products, it can be seen that consumers have a greater preference for the perfect diary. For example, nearly half of the people think the product quality of Perfect Diary is good or fair, and almost none think the product quality is poor. Consumers think the packaging of Perfect Diary is also better, and almost no one thinks the packaging is bad. Although Perfect Diary advertises high quality and low price, and 41.36% of customers think that the delivery is average, 22.22% and 6.79% think that the company's products are expensive and very expensive. This may be because most of Perfect Diary's customers are Female customers between the ages of 19 and 29, many of them students, are caused by a lack of stable financial resources. In terms of packaging, the proudest works of Perfect Diary are several cross-border collaboration products. Perfect Diary and the limited joint eye shadows launched by the British Museum, Discovery Channel and China National Geographic constantly refresh the boundaries of joint creativity. With the close combination of IP, product strength and product creativity, with good-looking packaging, high quality and extremely high-cost performance, The cosmetics industry quickly captured the minds of young consumer groups and became the leading player in the eye shadow category in China.

For the perfect diary advertisement, consumers generally think that the advertisements are neither too many nor too few. (Figure 5.2). At the same time, customers feel that the advertisement is more creative, influential and good in information transmission (Figure 5.3).
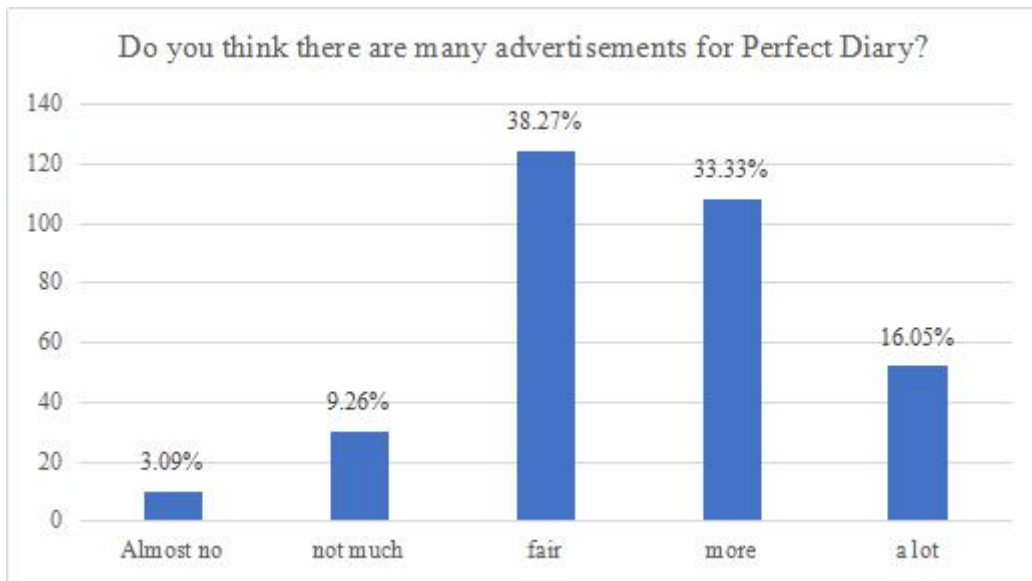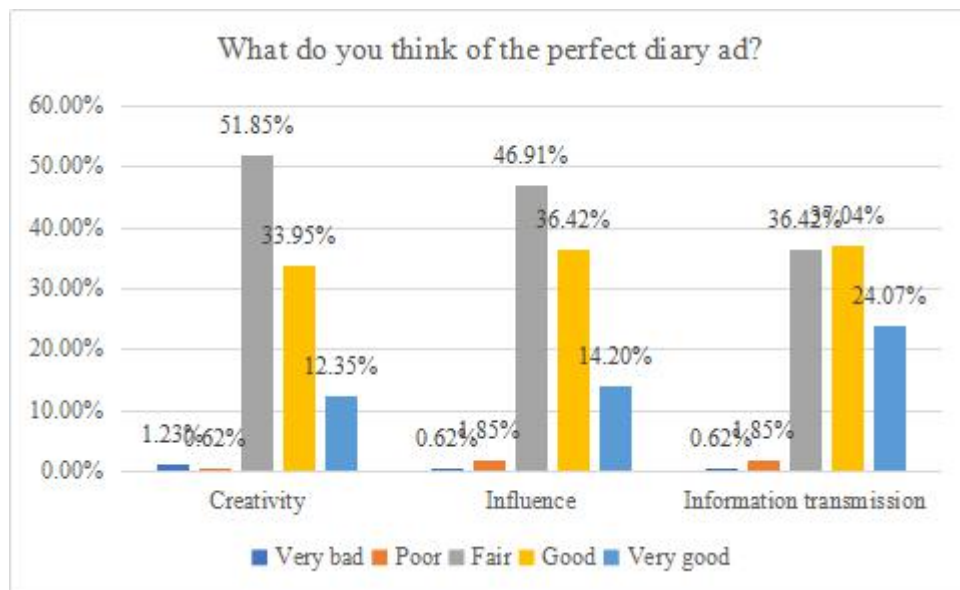
Figure 5.2

Do you think there are many advertisements for Perfect Diary?

38.27%

33.33%

16.05%

9.26%

3.09%

Almost no   not much   fair   more   a lot

Figure 5.3

What do you think of the perfect diary ad?

51.85%

46.91%

36.42%   37.04%

36.42%

33.95%

24.07%

14.20%

12.35%

1.23% 0.62%   0.62% 1.85%   0.62% 1.85%

Creativity   Influence   Information transmission

■ Very bad ■ Poor ■ Fair ■ Good ■ Very good

Regarding customer suggestions and opinions on Perfect Diary, many customers gave valid opinions. Among them, 18.51% of consumers believe that the quality of Perfect Diary products needs to be improved, and many believe that they can start with raw materials. Secondly, 6.79% of customers feel that the price of Perfect Diary needs to be adjusted, and most of them want to lower the price. There are also 6.17% of customers who want Perfect Diary to increase its promotional efforts. This point conflicts with the information obtained

above. This is very interesting. Some customers think that Perfect Diary has too many advertisements, but they put forward their opinions and hope that Perfect Diary will increase Great publicity. The reason for this result is probably the error of the advertising push group.

In general, most consumers have a high degree of favorability for the Perfect Diary brand, and hope for the brand. These consumers are loyal brand supporters. Consumers buy randomly. In the Internet age, similar companies all over the world are competitors. When the needs of users cannot be met, customers can choose a better company at any time, and they will lose customer resources if they are not careful. Then it is necessary to cultivate customer loyalty and attract potential loyal customers while satisfying existing customers. Perfect Diary can cultivate customer loyalty for consumers who have not yet become brand loyal customers. The measures can be put forward from this questionnaire and experience.

5.2 Conclusions drawn from the results of the questionnaire

5.2.1 Overmarketing

Excessive marketing will only quickly consume consumer favorability and have a negative impact. Excessive advertising means that in order to pursue a company or product to become famous overnight, regardless of the actual situation of the company, advertising expenditures cannot make up for the economic losses caused by this. As a result, many products and companies die of addiction. Excessive promotion is not The ability to create market demand only allows consumers to release their future needs in advance. After the promotion ends, the short-term best-selling situation of enterprise products will also end.

Merely through a large number of advertising, various promotional tactics and other marketing methods, it can only bring a short-lived sales burst for the company in the short term, and cannot continue the hot sales situation. The company shifts its focus to the marketing link, and it is easy to ignore consumption. The feelings of the consumers and it is easy to cause the uneven development of other departments of the enterprise. In fact, the production, finance, logistics, technology and other aspects of the enterprise are as important to the development of the enterprise, and the role of marketing is over-exaggerated. It is

impossible to attempt to use marketing to solve all the problems of the enterprise. If an enterprise wants to develop continuously and healthily, it must return to the track of creating maximum value for customers, satisfying consumer demand as the most fundamental goal, adhere to the principle of honesty, quality first, and supplemented by appropriate marketing methods. It may develop in the competition and embark on the road of becoming bigger and stronger.

Establish a correct marketing concept. The famous American scholar Philip described the core concept of marketing as follows: "Marketing is a social activity in which individuals or groups create, provide and exchange valuable products with others to meet their own needs and desires. And management process." He regards the effective satisfaction of consumer needs as a prerequisite for marketing activities. Enterprises must establish correct marketing concepts and truly take consumer needs as the starting point and end of their business activities. This is because, in the increasingly fierce market competition, in the context of a buyer's market, the real factor that determines the success of sales is not the strength of the company's marketing, but the degree to which the company meets the needs of consumers. On the basis of the effective market segmentation of CCB, enterprises must provide the market with high-quality products that meet consumer needs in a targeted manner, supplemented by reasonable and appropriate marketing methods, in order to truly gain a foothold and develop in the market. The effective combination of marketing strategies embodies the integration and systematization of business management thinking, and is an overall effect of "1 + 1> 2". On the basis of market research and environmental analysis, choose the market positioning that meets the market demand and the actual market position of the company. Through the effective combination of basic marketing strategies such as product, price, distribution and promotion, the synergy effect of complementary advantages is realized, and the superior product and high service, to maximize the satisfaction of consumer needs, thereby winning market opportunities. It can be said that the highest level of competition is that there is no competition, because the opponent and you are not at the same level and do not have the conditions for competition, and innovation is the only way to reach this level. In the ever-changing market conditions, even if it is a hugely successful corporate marketing strategy now, there is no guarantee that it will never encounter marketing fatigue in the future.

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Copying and being copied have become the norm, and various strategies and methods are similar. It is inevitable. Enterprises can only continuously innovate. Through the improvement and improvement of processes, products, services, marketing and management, they can meet consumers' needs in a more targeted and timely manner, and seek bright spots that attract consumers through breakthroughs and innovations, and seek enterprises. Competitive advantage.

For the over-marketing that has occurred, it should be classified and corrected according to the active or passive nature and its performance characteristics. Active over-marketing is generally motivated by companies trying to create a sensational effect through certain specific marketing methods in order to pursue the best interests. In this regard, the focus of correction should be on changing the decision-making concepts of operators and slowing down the speed of marketing investment, so that relevant economic indicators can return to the track of a virtuous circle. For passive over-marketing, motivation is generally that the company uses the marketing strategies of competitors as a reference in order to cope with peer competition, and the result is even worse. In this regard, the focus of correction should be to change marketing strategies and actively seek for their own comparative advantages, so that the additional benefits from new marketing strategies different from competitors can make up for the damage caused by excessive marketing, which is still beneficial in general Available for pictures. Drucker believes that marketing is actually very basic. Marketing is just marketing, just a process of resource organization and communication. Over-reliance on such a process will greatly shorten the life of an enterprise, not extend it, let alone live better.

5.2.2 Fan economy

Anchoring effect and fan consumption behavior. The anchoring effect refers to the phenomenon that the result of judgment and decision or the target value is too close to the initial information or the initial value, that is, the "anchor" direction under the condition of uncertainty, resulting in estimation deviation. In the same way, when the fan community does not understand the value of idol-related products and is ready to conduct a price evaluation, there will be an "anchor" process first. According to the law of supply and demand, the price should only be determined by considering the value of the product itself to consumers.

However, fans usually use the idol's value to themselves as an "anchor" for price evaluation. When fans use "the idol's value for themselves" as an anchor point, this "anchor point" has deviated from the rational track. From the perspective of "from me", the reason why a star can become an idol to fans is that the star is the "best" in all aspects of fans' hearts. Under the action of the fan filter, the value of idols is infinitely magnified. Spending time and money on idols has become a way for fans to build self-identity. The achievement of idols reflects personal values   and can make fans feel alternative satisfaction. As a result, the anchor point is naturally improved, and the value of the product is correspondingly improved. From the perspective of "congregation", most individual fans are in the community, which is mainly manifested in the fact that fan groups gather to praise idols and fight for the cause of idols. In the community, the value of idols will be magnified again. , And affected by the psychology of comparison in product purchase, the value of the product is also enlarged.

Expectation distortions and continuous consumption behavior of fans. Expectation distortion refers to expectations that change the value measurement of various things in our lives. If you have high expectations for a certain experience or something, no matter where these expectations come from, we will attach great importance to them and are willing to pay extra for them. Between fans and idols, idols can easily make fans look forward to related products, and online payment has contributed to this expectation. Expectation splits the connection between product and value, and the value of the product depends on the value of experience in different periods. Here we will take the example of fans buying the same idol. The star's ability to bring goods is always staggering. Fans always have a strong willingness to buy the same product from an idol, hoping to narrow the distance between themselves and the idol. Fans have seen the product's excellent performance on idols, and at the same time have a sense of expectation and pleasure of using the same style as idols. Online shopping makes this wish come true immediately, and it will last longer after mailing time. In real life, expectations have also changed the perception of wearing the same style on fans, such as thinking that it is more comfortable and fashionable. Even if fans do not need lipstick, fans will willingly pay for them and make irrational consumption under the call of idols.

On October 27, 2020, internationally renowned singer-songwriter Troye Sivan officially became the brand ambassador of China's new fashion beauty brand Perfect Diary. Perfect

Diary sets its sights on the whole world this time, trying to use the fan economy to create new successes. Perfect Diary needs to turn potential customers like "fans" into loyal customers of the brand. No matter how many celebrities endorse and no matter how many fans buy, if the company does not have a good product, it will not be able to retain consumers' desire to continue buying.

5.2.3 Cross-border cooperation

Perfect Diary also cooperates with China Aerospace after cross-border cooperation with the British Museum, Discovery Channel and China National Geographic. 2020 is the great year of China's aerospace industry, and every Chinese is proud of the remarkable achievements China's aerospace industry has made this year. This gives China aerospace a strong foundation of goodwill. Both Perfect Diary and China Aerospace gained a lot of attention when they cooperated. The relatively wide range of consumer groups provided a fan base for this cross-border marketing.

First of all, cross-border marketing should not be blindly. It is necessary to look for partners who can complement each other's advantages and have no competitive relationship. Secondly, it is necessary to explore the common ground between the two parties and make bold innovations. Third, it is necessary to carry out appropriate emotional marketing to resonate with consumers, and at the same time use multiple media to attract consumers to participate and improve consumer perception. Finally, we must use celebrity effects to expand the influence of products. Cross-border marketing is by no means a simple joint promotion. Only by correctly grasping the method of cross-border marketing can we achieve a win-win situation for both parties. In these three points, Perfect Diary has achieved it, so its reputation and sales have been improved.

It can be seen that the cross-border cases that can break the circle in the market are not limited to design and marketing cooperation, but more can bring consumers a kind of output and resonance of cultural value. The visual aesthetics and emotional resonance of modern consumers have gradually risen. After being satisfied with the needs of normal beauty experience, they also pay great attention to the spiritual connotation and inspiration content given by the brand. Especially the young people of the post-millennial generation have higher

expectations for brand co-branding, so they will also pay attention to the core expressed in it to a certain extent.

5.2.4 Communication with consumers

Perfect Diary has multiple channels to communicate with consumers, including the WeChat community and the TikTok account. However, some consumers seldom see the push of Perfect Diary, while other consumers think that it has too many advertisements. This is caused by the inaccuracy of the information and big data, and the lack of timely communication with consumers.

Gong Min and others used 4W and 1H to illustrate precision marketing. She believes that the so-called precision is that the merchant sells the right product (what) to the right person (who) is at the right time (when) and at the right place (where) in the proper way (how). Wang Fangli proposed 6R communication, that is, by the right communicator, at the right time, to the right audience, and through the right channel, spread right information, and with the right effect.

Information adequacy means that the information pushed by the company's big data and accurate information should be adjusted in time according to the changes in the personal characteristics of consumers, the information should be passed through the appropriate channels, and the appropriate information will be delivered to the appropriate consumers at the appropriate time, avoiding mechanically. Repeat push. Consumers' performance is often dynamic, diversified and unsustainable. However, based on the results of big data analysis, companies may mechanically and repeatedly push the products they think consumers need to consumers. The consequence of this is that consumers are repeatedly exposed to highly similar information, which makes it possible for consumers to be enclosed in a private information space, resulting in an information cocoon effect. What's more, the consequence of enterprise big data precision marketing is to make consumers feel bored or resisted. For example, consumers who have searched for the foundation will basically see sudden foundation ads no matter where they browse. For consumers, if they have a demand for foundation right now, or the foundation of a company just meets the needs of consumers, then the company's big data precision marketing information push is accurate, which can greatly

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increase the acceptance rate of consumers. But if at this time consumers have purchased the foundation in the near future, or the foundation information pushed by the company does not meet the needs of consumers, then the company's big data precision marketing is under the banner of accurate information delivery, and it is actually a pile of garbage to consumers. advertisement. Of course, if the information content pushed by enterprise big data precision marketing to consumers, after comparing consumers with their own information needs, they find that the information is appropriate, which will increase consumers' willingness to accept the information.

The communication between consumers and business personnel refers to the degree to which consumers and business personnel communicate, communicate, and obtain effective responses in the process of large data precision marketing. In the process of precision marketing, if corporate personnel can communicate with consumers, one-way promotions can be converted into "interactive, win-win, and related communication, which minimizes the communication between the company and consumers. Distance, avoid blindly conducting one-way sales to consumers, and in the case of unable to reach consumer demand points, consumers will feel disgusted and resisted. Of course, the big data precision marketing carried out by enterprises is not a one-time activity. It is a cyclical process. In the repeated communication with consumers, corporate personnel can continuously collect consumer information and continuously adjust and optimize their own precision marketing, thereby increasing consumers' willingness to accept corporate big data precision marketing and improving The willingness to purchase a company's products or services. Of course, the more active consumers are, the more willing they are to interact, and the easier it is to resonate in actions and emotions and to improve the consumer's marketing experience. Therefore, the communication between consumers and corporate personnel may be Whether consumers accept the company's big data precision marketing will have an impact.

The communication between consumers is the act of communicating and helping each other with other consumers through the online virtual community set up by the corporate website. In the age of the information Internet, consumers are accustomed to sharing their post-purchase ideas with friends through platforms such as WeChat Moments to realize the sharing and diffusion of the consumer experience. Or consumers are keen to comment on

products purchased online. These reviews are the word-of-mouth communication of consumers on the merchant's goods or services. Word-of-mouth communication is information from consumers and is related to consumers' actual consumption experience. Compared with third-party information channels such as business advertisements and media recommendations, it excludes profit stimulus, is less subject to corporate intervention, and has reliable sources. According to the survey data of market research company Jupiter Research: 77% of netizens will browse the product reviews written by other people on the Internet before purchasing products online. More than 90% of large companies believe that user recommendations and netizens' opinions greatly affect users' buying behavior. Senecal and Nantel also pointed out that user online reviews have a significant impact on enhancing potential consumers' purchase intentions. Therefore, the recommended products on the Internet are easily purchased by consumers. Therefore, subsequent consumers will use the online evaluation as a reference before the purchase behavior occurs. In addition, after browsing the information pushed by the company, if consumers have questions about the product, in addition to asking questions to the merchant, they can also communicate with other consumers through the page, and observe the responses of other consumers on the page prompts, such as consumption Based on the evaluation of product prices and product quality after purchase, they decide whether to accept the information pushed by the company's big data precision marketing. Therefore, whether consumers accept enterprise big data precision marketing is affected by the communication between consumers to a certain extent.

For Perfect Diary to carry out big data precision marketing more effectively, it can start from the following three aspects. One is to make a data analysis recommendation model and push information that meets their needs and expectations for consumers. Because the needs of consumers are diverse, dynamic, and unsustainable, the company's data recommendation model cannot be used for a long time. The data analysis recommendation model must be improved and updated dynamically and in a timely manner, and the analysis of the characteristics of consumer portraits will be done to obtain the consumer's three-dimensional Label, and push accurate and appropriate information to it. The second is to build an interactive platform for consumer participation in the entire marketing process. Precision marketing emphasizes immediate and effective marketing communication between enterprises

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and consumers. Companies can interact with consumers through TikTok and WeChat, and they can also set up product evaluation areas and discussion areas to allow consumers to leave messages in a timely manner to understand consumers' evaluations of corporate products or services, and at the same time, they can also create a good reputation for corporate products or services. , To drive the purchase of potential consumers. Of course, if consumers have any dissatisfaction with the company's products or services, they can also get feedback in time by participating in the interactive platform. The company can deal with negative reviews in time and reduce the impact of a bad reputation on the company. In addition, companies can also use big data analysis to classify consumers, focusing on consumers with public influence who often shop online and like post-purchase sharing, and target them to push accurate information and encourage them to share. If this kind of people has a good experience, they will surely drive other consumers to choose the products or services of the company through the platform. Third, companies should try to avoid the infringement of big data leakage on consumer privacy. Enterprises should do a good job in the preservation and custody of consumer big data, and use big data as the basis of enterprise data model construction to avoid the occurrence of events that use big data as trading chips for economic benefits.

5.2.5 Influencing factors of customer loyalty

Customer satisfaction is the feeling state formed by customers comparing the perceivable effects of a certain product or service with their expectations. The level of customer satisfaction is a function of the difference between the perceived effect and the expected value. When the perceptible effect is lower than the expectation, the customer will not be satisfied. When the perceivable effect matches the expectation, the customer will feel satisfied and the perceivable effect exceeds the expectation, and the customer will feel highly satisfied or surprised. If the customer's expectation of a certain product before purchase is higher than the perception after purchase, the customer is not satisfied, on the contrary, the customer feels satisfied. Although customers are sometimes satisfied with the products and services they buy, they do not necessarily achieve loyalty. However, when customer satisfaction reaches a certain level, customer loyalty will rise rapidly. Customer satisfaction is generally regarded as an important determinant of customer repetitive purchases, word-of-mouth effects and

customer loyalty. It can improve the profitability of enterprises by preventing customer betrayal. A large number of studies have shown that customer satisfaction is an important influencing factor of customer loyalty and has a direct effect on the formation of customer loyalty. However, the relationship between customer loyalty and customer satisfaction is not linear and is also affected by many other situational factors. Therefore, customer loyalty not only includes the connotation of customer satisfaction but also requires customers to have a certain "immunity" against a potential product or service provider in the market.

The degree of customer satisfaction is closely related to the cultivation of customer loyalty. The relationship between customer satisfaction and customer loyalty is a non-linear correlation and asymmetric relationship. When the satisfaction level is higher than the critical point of the satisfaction level, the increase in satisfaction will quickly increase the customer's willingness to buy again. On the contrary, when customer satisfaction is below the critical point of the satisfaction level, the decrease in satisfaction will make the customer willing to buy again Rapid reduction. The definition of "satisfaction" is to perform certain things happily, that is, consumers feel that consumption meets some needs, desires, goals, etc., so they are happy when engaged in these things. Under the condition of network marketing, although the Internet provides customers with a large number of choices, they can obtain thousands of products or services that can meet their needs through the Internet. However, from the interview results and personal experience of the interviewees, customer satisfaction is still the basis of customer loyalty, and it is the prerequisite for customers to continue to buy a certain supplier's products. Without customer satisfaction, customer loyalty cannot be discussed.

Trust is a prerequisite for making customers loyal. Customer trust is defined as the customer's feeling or confidence in the company's fulfillment of transaction promises. If customers do not have trust in the company, then the company cannot maintain the customer's loyalty to the company. When customers trust a certain company or a certain product, the customer's emotional loyalty will be fully displayed. Based on the key factors that maintain customer relationships for a long time. Defining trust as information about the reliability and loyalty of a party to its trading partners is a factor that leads to other positive relationships, including the formation of customer loyalty. Therefore, the customer's trust in the company's relationship should be directly related to the customer's attitude to the company, and have a

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direct impact on the customer's purchase intention and purchase behavior. When the product or service quality of a company is not very satisfactory to customers, relationship trust can have an effect on the maintenance of customer relationships, thereby buffering the impact of fluctuations in customer satisfaction. Ren is particularly important. Many people believe that trust is the key to their decision whether to maintain long-term cooperation with a certain product supplier. If they trust a certain product supplier, they will buy the products and services provided by this supplier for a long time, even if this supply The product or service provided by the supplier is not the best, the price is not the best, or other suppliers provide more attractive products and services, they will not easily switch suppliers. The reason is that the virtual nature of online marketing prevents people from having the opportunity to communicate with suppliers face to face. They can only judge the situation of a supplier through various information provided by the supplier on the Internet, although they can also pass a lot of information. Online channels are used to investigate supplier information, but these channels can be used by suppliers. Therefore, from the perspective of information mastery, suppliers still occupy an advantageous position. The second is that China's online marketing has just entered its infancy. Many related legal systems are not sound, information on the Internet is mixed, and fraudulent acts abound. Based on the above two reasons, relationship trust is particularly important for maintaining customer loyalty in the network marketing environment. The trust problem in online marketing is mainly reflected in the following aspects. One is customer information security. Online customers are most worried about the leakage or embezzlement of their credit card account numbers and passwords. Second, in terms of timely and accurate performance of contracts, the delivery of physical goods or the performance of service contracts is a very important issue. Thirdly, in terms of transactions between the two parties, fraud is prone to occur in online transactions. Therefore, customer trust is further affected by secondary factors such as corporate reputation, network security, and interactive communication. These factors therefore indirectly affect the formation and maintenance of online customer loyalty.

Switching cost is the price that customers pay when choosing a new product and service. In addition to currency costs, switching costs also manifest themselves as psychological and time costs caused by the uncertainty caused by a new service provider. Because services have

the characteristics of geographical dispersion, individualization and user customization, customers will face obstacles brought by switching costs in service consumption. Conversion cost not only has economic characteristics, in fact, the conversion cost is also composed of psychological and emotional costs. If social ties, personal friendliness and consumption habits have existed for a period of time between service providers and customers, then even if customers are not satisfied with the quality of service, it will also produce a psychological and emotional cost of a psychological exit barrier. In other words, although customers are not satisfied with the relationship, customers will still maintain this relationship because they believe that the psychological and economic costs of conversion are too high for search costs, evaluation, monitoring, and the risk of choosing a new company. Similarly, the non-loyal customers we observe may be because customers are dissatisfied, or because satisfied customers have lower market switching costs, and customers can make switching decisions more easily. In the network environment, the market environment has undergone great changes. When customers switch suppliers and products, the cost of currency and time conversion will be greatly reduced. Customers do not need to spend too much time and money to find new suppliers. The Internet provides a lot of relevant information. Customers only need to sit in front of a computer connected to broadband, and they can complete the conversion of suppliers by moving and clicking the mouse. However, the convenience and economy of information acquisition under the network environment cannot obliterate all conversion costs. Because switching costs also include psychological and emotional costs, as well as the costs caused by the uncertainty caused by customers facing a new service provider, these costs will not be reduced due to any reduction in the virtual network environment. Will increase. Although it is in a virtual network, suppliers and customers are more often communicated and traded through network tools. Maybe they have not met for a long time. First, customers still have a certain emotional dependence on suppliers and consumption habits. And it is precise because of the virtual nature of the network that the psychological uncertainty felt by customers in the process of switching suppliers is more prominent. Therefore, switching costs still play an important role in the formation of customer loyalty under the conditions of network marketing, and it is an important way for companies to better explain and predict customer loyalty. And cultivating customer loyalty by managing

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customers' perception of switching costs can provide a better management strategy for companies to formulate and implement customer loyalty programs, such as establishing membership systems, customer clubs, and online virtual communities.

Service quality, the level of customer loyalty often depends on the level of service provided by the company, and the quality of service is an important determinant factor that affects customer behavior. In the network marketing environment, the measurement standard of service quality is mainly manifested in whether the customer can interact with the enterprise conveniently and quickly, and whether the customer can obtain a perfect logistics distribution service. Reasonable delivery and return policies, order confirmation services after the transaction is completed, timely, accurate, and safe delivery services, and product packaging services are all important factors affecting customer satisfaction. Can companies provide customers with personalized and customized services? Can you properly handle customer complaints? Customer complaints are due to customers' dissatisfaction with goods or services. If a company treats customer complaints correctly and handles complaints with a positive attitude, it will greatly affect customer satisfaction and customer loyalty. Of course, the loyalty of online customers will vary according to the degree to which they are affected by products and services, that is, the more complex the structure and function of products and services, the greater the impact on their interests, the more they spend, and their loyalty. It will increase, but it will decrease.

In theory, alternative selectivity refers to the feasibility of customers choosing competitors' products in the market. If customers perceive that competitors of existing enterprises can provide cheap, convenient and complete service items or higher profit returns, they may decide to terminate their existing relationships and accept the services or products of competitors. If the customer does not find an attractive competitor, then they will maintain the existing relationship, even if the relationship is perceived by the customer to be unsatisfactory. The empirical research in the fields of interpersonal relationship and employee turnover supports this logical reasoning and proves that when competitors lack the feasibility of choice, the possibility of terminating existing relationships is very small. In fact, many researchers in the field of relationship marketing regard customer loyalty as a one-way bet that the customer is forced to make because it is difficult to terminate the current relationship. The unilateral bet

theory emphasizes the characteristics of this forced customer relationship commitment, which is called "forced Behavioral Theory". Customers may fall into this dilemma because of the lack of substitutes. In other words, although customers are not very satisfied with the performance of the current relationship, customers have to maintain the current service relationship due to the lack of alternative product providers to choose from or the lack of attractiveness of potential substitutes to customers.

Under the conditions of internet marketing, the competition among suppliers has become more intense. Customers can learn the details of various alternative products, such as performance, price, quality, etc., through various online channels, and compare them with existing products to decide whether to switch suppliers. For example, now on the Internet, there are countless suppliers of the same notebook. When potential product suppliers in the market provide higher service quality and lower costs, it becomes more attractive. Relationship between existing suppliers. For those more personalized products, such as special clothes, jewelry, etc., and provide customers with personalized shopping space. Because such products and services can meet the needs of customers pursuing individualization so that they can be different. Such products or services are difficult to imitate, so customer loyalty will be easier to form. Therefore, the alternative selection is an important factor in the formation of customer loyalty under the condition of network marketing.

5.3 Implementations

5.3.1 New marketing plan

Precisely formulate marketing mix plans. A marketing mix is a way for a company to optimize and reorganize its product design, target market, price positioning, distribution channels, promotion methods, after-sales service and other marketing resources to improve the competitiveness of the company's marketing objectives and achieve the goal of optimizing marketing effects. The second is a marketing mix plan oriented towards consumption convenience. The complex marketing mix plan of the enterprise will inevitably lengthen the time for consumers from contacting products to making consumption decisions. At this time,

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the characteristics of consumers' irrational consumption behaviors are more obvious, and the probability of not buying the products of the company will become more and more. Big. In this situation, companies must start from the purpose of facilitating consumer purchases, formulate simple, fast and accurate corporate marketing strategy combinations, reduce the channels and time length for corporate products to reach consumers, so as to enhance consumers' value to corporate products Acknowledge and improve the acquisition rate of consumers' consumption value.

Accurately control the marketing process. One is to collect information about all the needs of existing consumers and potential consumers through multiple channels and methods and always regard the unmet needs of consumers as the focus of corporate marketing. The second is to track consumers' consumption information and summarize the salient characteristics of their consumption behaviors in order to conduct classified management and targeted guidance. The third is to design more attractive promotional programs that include consumer experience opportunities to enhance consumers' awareness of the company's products. The fourth is to quantify marketing objectives to clarify the depth and breadth of the enterprise's market development and effectively realize the enterprise's market expectations. Precision marketing communication innovation.

Precision marketing communication innovation. The first is to use the mobile Internet to conduct precise communication marketing. Use APP and become a formal consumption channel; by focusing on user usage, enhance customer-self interaction, and enhance customer adhesion to the enterprise; strengthen the standardization of the platform's unified operating standards. The second is to make reasonable use of mobile Internet to accurately innovate marketing models. Only by truly accurately finding customers, attracting customers' attention, carrying out targeted marketing, and constantly innovating marketing models, can the accuracy of marketing be improved.

Innovate corporate marketing in stages. First, in the market expansion stage, implement the "open social platform + search engine" interconnection strategy. In the context of the mobile Internet, open social platforms have wide coverage and rapid spreading speed, which can quickly achieve good product promotion effects, and search engines are the most important and efficient way to find potential customers. Therefore, at this stage, enterprises

should adopt the "open social platform + search engine" interconnection method to achieve the best marketing effect. Secondly, in the brand building stage, we must implement the "open social platform + video entertainment" interconnection strategy. Driven by the marketing force in the last stage, the company has already had a certain customer base and a certain degree of popularity, which has provided a solid market foundation for brand building. The "viral transmission" infection characteristic of video entertainment marketing media can just make the value of the company's products and corporate culture connotation into an infectious, innovative and attractive product promotion video so that it can quickly spread on the mobile Internet, It has become a hot topic in a short period of time, allowing consumers to have an unforgettable imprint on the company and its products. Finally, in the customer maintenance phase, the interconnection strategy of "closed social platform + open social platform" must be implemented. After a company has a large number of customer groups, how can it maintain a good relationship with them, increase loyalty, and continue to attract more new customers, has undoubtedly become an important issue that must be solved scientifically and effectively in corporate marketing. This requires that new and old users adopt different social platforms for maintenance. For new customers, use the closed social platform "one-to-one" precise communication to further deepen the understanding of the company's products and turn potential consumers into real consumers. For old customers, strengthen the publicity of enterprise products through open social platforms, and adopt emotional, experience, activities and other spiritual and material double rewards, so as to not only consolidate old customers but also make them the company's voluntary promoters.

Innovative marketing strategy portfolio. The first is product design innovation. It is necessary to continuously strengthen the function and utility of the product, but also to pay attention to the attractiveness of trademark protection and packaging and product image, and realize the digital, networked and intelligent services of the product. The second is price innovation. For example, incorporating knowledge and innovation into pricing factors, and adopting Internet pricing methods. The third is innovation in sales channels. One is the innovation of the channel structure. The main reason is flatter channels; the second is innovation in channel methods. Mainly to implement electronic distribution. The fourth is product promotion innovation. Mainly the innovation of advertising strategy. Finally, there is

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innovation in public relations. That is, cooperation between enterprises and communities, cooperation between enterprises and customers, cooperation between enterprises and government agencies, cooperation between enterprises and intermediaries, cooperation between enterprises and media, etc., so as to promote the expansion of marketing through comprehensive cooperation.

Innovate marketing methods. The first is cooperative marketing. That is to say, the enterprise effectively utilizes various marketing resources, develops and seizes each marketing opportunity in multiple aspects and multiple paths, and continuously increases market share through horizontal cooperation, vertical cooperation, and cross cooperation. The second is brand marketing. That is to establish and implement the strategy of "strong brand image", and continuously extend, develop, and enhance the brand to enhance brand brightness. The third is direct marketing. Make full use of advertising media to carry out two-way communication of advertising information, so that enterprises and target customers form a community of interests, promote each other, and achieve the consistency of supply and demand. Finally, there is relationship marketing. Further strengthen the interaction with consumers, suppliers, distributors, competitors, government agencies and other public.

Innovative marketing organization. The first is a joint marketing organization. As multinational operations become more popular and market competition becomes increasingly fierce, companies not only carry out marketing activities with collaborators, but also form marketing alliance strategies with competitors in order to reduce risks, save costs, and enhance competitiveness. Complement each other and expand the market together. The second is a flat marketing organization. Make full use of the convenience brought by the computer network, shorten marketing channels, reduce marketing personnel, and gradually reduce the level of the marketing organization, so that enterprises can face consumers more directly, quickly, flexibly and effectively, in order to achieve the purpose of improving marketing efficiency. Finally, conceptualize the marketing organization. By setting up product virtual showcases, product virtual trade fairs, product virtual distributors, etc., enterprises make the past physical marketing organization move toward the future conceptual marketing organization. In short, only by establishing marketing strategic alliances, adjusting marketing agencies, developing online marketing, strengthening marketing communications, and

innovating marketing organizations, can companies adapt to the new needs of future marketing development.

There are six innovative strategies for reference. The first is product strategy innovation. The first is the product portfolio strategy. In the Internet age, consumer demand for products and purchase methods are developing in the direction of segmentation, diversification, flexibility, individualization and differentiation. This requires companies to pay close attention to and truly grasp this market demand and even continue to lead its changes, so as to provide combined products that meet the needs of different consumers. The second is product and cultural strategy. Culture is the soul of the product and the determinant of product differentiation. Only by highlighting the uniqueness of the culture in the appearance and connotation of the product can it truly reflect the differences in physical products and ultimately trigger the favor and purchase of consumers. The third is the product standardization strategy. In response to the different requirements of different consumer groups for product quality, on the basis of product national standards, further formulate product standards required by different consumer groups. The last is the product quality strategy. That is to realize the unification of product standardization, product serialization, product humanization, and product quality.

The second is channel strategy innovation. One is online business innovation. Including online drainage, creating new retail species, and B2C shifting to B2B business. The second is offline business innovation. Including channel sinking, store digitization and intelligence. The third is to upgrade the supply chain. Including innovative product structure, decentralization of warehousing inventory, and minute and intelligent logistics and distribution.

The third is the innovation of promotional strategies. One is personalized strategy. The multi-level characteristics of the market determine that the market promotion strategy must be hierarchical and individualized. For mature markets, it is necessary to focus on the promotion of large numbers of consumers based on the characteristics of large number of consumers and wide coverage; for potential users who may become consumers, it is necessary to focus on the promotion of middlemen based on the characteristics of narrow coverage and low volume. In order to give more play to the role of market intermediary. The second is differentiation strategy. Different consumers have different needs, and the focus of promotional activities is

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to choose and focus on the differences in such needs.

The fourth is the innovation of distribution strategy. Online direct sales have become one of the important means of corporate distribution, especially for companies and consumers to face directly, including product browsing, demand placing orders, payment for goods, product distribution and after-sales service. Online direct sales not only reduce corporate inventory, reduce sales costs, and reduce intermediate links, so that consumers can buy satisfactory products faster and cheaper, but also establish a long-term stability between the company and consumers. Harmonious symbiotic relationship.

Price strategy innovation. In the traditional marketing environment, due to information asymmetry, consumers can only search for products with high quality and reasonable price in very limited information, so that different price strategies for the same product can be implemented. The widespread nature of information dissemination brought about by the Internet has solved the problem of asymmetric information that existed between buyers and sellers in the past. Consumers often search extensively on the Internet before shopping, and will not make the final purchase decision until they find the best product. That is, the price that consumers can accept becomes the bottom line of price strategy innovation. At the same time, it also determines that the traditional diversified price strategy has lost the preconditions for implementation in the network marketing environment. Only by providing products to consumers at the lowest possible price can companies continue to adapt to consumers' sensitivity and sensitivity to commodity prices. Wide selection.

The fifth is the innovation of relationship strategy. Compared with traditional marketing, relationship marketing pays more attention to listening to consumers' opinions and opinions on products or services, and more emphasis on maintaining a smooth and friendly relationship with customers. Through the good relationship between the two, the harmonious sharing between producers and consumers is realized. Producers must understand that consumers purchasing goods are highly consistent with a certain practicality and spiritual needs covered. Therefore, in the context of network marketing, companies must achieve the following changes: First, they will shift from product-oriented marketing to customer-centric marketing to fully meet new customer requirements. Second, the core of marketing management will shift from increasing sales to paying more attention to product quality. Third, the marketing

goal will shift from reducing the final sales cost such as product cost and intermediate cost to focusing on both business development and stable customer improvement. The focus of the relationship marketing strategy is to attract an inexhaustible source of customers for the company by ensuring that the product has distinctive features, high quality, and efficient service.

The sixth is digital strategy innovation. The advantages of short time, fast operation, strong interaction, and low cost brought by digitization to marketing not only expand the range of consumers' choices in the global market, but also increase the information value of products or services to a large extent; at the same time; , Digital marketing provides online interactive communication and relationship construction for producers and consumers, so that both parties have a more comprehensive understanding and cooperation.

Therefore, the network marketing model must be optimized. First, update product information quickly, continuously stimulate consumers' desire to purchase products, and shorten the time for new products from the input period to the mature period. And it has the conditions for mass production and high-quality production at the same time, which can not only quickly produce batch products that meet the needs of consumers, but also meet the needs of individual consumers with a small number of characteristic products. It also needs to continuously improve brand awareness. The best is to establish network partnerships to attract more consumers.

In addition, it is important to implement a brand marketing model. The measures for companies to implement brand marketing strategies are as follows: First, in the initial stage of the brand, they must use the method of strengthening sales to gradually make the brand full of vigor and form an influential brand in the industry. The second is to increase the promotion of brand image when it has initial influence but has not yet obtained brand leadership in the industry to achieve the effect of improving brand leadership. Third, after gaining the leading position of the brand, it will continue to extend the brand products according to market changes, thereby injecting new vitality into the brand. The fourth is to start a new round of brand marketing strategy.

The most important thing is to establish a good corporate image. Corporate image is an important intangible asset of an enterprise. If an enterprise wants to achieve long-term

development, it must establish a good corporate image, and a good corporate image can be transformed into a huge material force and then produce brand effects. Companies can do some social welfare activities, such as donating money to poor areas, sending welfare to orphanages and nursing homes, etc. Contribute to society and establish a good corporate image. This can not only improve the reputation of the company, but also cultivate more loyal customers, make consumers more emotionally inclined to the company's products and services, and create more profits for the company.

5.3.2 Relationship with consumers

Internet marketing is a new era that emphasizes value marketing. At present, consumers' basic needs are generally met, and they are developing towards higher-level needs, namely social needs, respect needs, and self-realization needs. Although low-level needs still exist, their impact is greatly reduced. Companies can select target customers based on the information on the Internet and establish an endorsement system with the same values   as the target. If the "personality" of a company is more distinctive, the more consumers feel the emotional and social value that the brand brings to themselves, and the higher the customer loyalty, and then they will become fans of the brand and are willing to make impermanent publicity for the brand.

Therefore, it must be consumer-centric. Whether it is traditional marketing or Internet marketing, the primary starting point is to attract consumers to consume. If companies blindly increase costs, increase investment, and produce excess content, consumers will be distracted, and companies will eventually fall into a vicious circle that costs money and labor. Therefore, companies must start from the personalized information of consumers, change the traditional "product-centered" marketing method to "customer-centered", pay close attention to the changes in the lifestyle of target consumer groups, and determine the most appropriate delivery Platform, advertising time and advertising format.

First of all, promptly deal with customer needs and objections. The market is changing with each passing day. If you want to win more customer groups, it is not enough to just do the quality of products or services. Enterprises should try their best to meet customer needs and implement personalized customization. Most online consumers are young people who

pursue fashion and individuality. Enterprises can design products or services according to the needs of consumers and allow customers to participate in the production of products. At the same time, companies have to deal with various problems during the purchase process and after-sales. Enterprises must handle customer objections patiently and carefully. In the after-sales service, companies should promptly inquire about products through social networking tools and solicit customers' opinions. After related problems appear, companies should organize relevant personnel to investigate in a timely manner, effectively solve customer problems, establish a rapid response mechanism, maximize customer needs, stabilize customer groups, and improve customer loyalty.

Then, meet the potential needs of customers, enhance customer satisfaction, attach importance to the improvement of service quality, and win customer loyalty. Most scholars represented by Parasuraman believe that the level of service quality will affect the level of customer loyalty, and the impact of service quality on customers will ultimately manifest as an impact on customer attitudes and behaviors. Scholars such as Oliver believe that service quality has a positive effect on customer delight, while service quality and customer delight have a positive effect on customer loyalty. The reason may be that the high level of service quality indicates that the company and its service personnel have invested enough resources and energy for customers to make customers feel great value; it may also be due to the high level of service quality that makes customers In the process of consuming services, I feel that my own needs have been better met, which in turn will have a sense of trust in the company, service personnel, and services; it is more likely that the high quality of service greatly exceeds the original expectations of customers, making customers produce A strong positive emotional experience. Therefore, the level of service quality will ultimately affect customers' internal emotional loyalty and external behavioral loyalty. In the service process, enterprises should consider creating customer delight, satisfying customers' potential needs, and providing services that exceed customer expectations to achieve the effect of pleasing customers. Carefully design the service blueprint, consider satisfying the various needs of customers in the service process, enhance customer pleasure, and then enhance customer loyalty.

At the same time, it manages customer expectations and enhances customer satisfaction.

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According to the expectation theory, the degree of customer satisfaction in service has a great relationship with their own expectations. Therefore, only by managing customer expectations during the entire service process can companies improve customer satisfaction. Specifically, before serving, companies should give customers practical promises and set up reasonable expectations for customers; in the service implementation stage, they can provide services to customers through higher than promised service levels to achieve results that exceed customer expectations This allows customers to obtain additional benefits and a delightful consumer experience; at the end of the service, service personnel should show respect to customers, and use the positive emotional effects of customers to strengthen customers' recognition of service personnel, services or the company.

In addition, enterprises and merchants should implement a strategic deployment to enhance customer loyalty, with the theme of "customer-centric. Thinking about what customers think, eager for customers, and improving customer loyalty". Only by improving customer loyalty can the company's loyalty be guaranteed. Continuous development. To increase customer loyalty, it is impossible to achieve without a team that can increase customer loyalty. Building a team that enhances customer loyalty should start from the following three aspects: First, the company should establish the concept of "employees are also loyal customers". For companies, "loyal employees" are the main force in enhancing corporate reputation and economic efficiency. Without these "loyal employees", companies cannot successfully implement the strategic deployment of enhancing customer loyalty. The second is to attach importance to the ethics training of employees. Enterprises should strengthen cultural construction and ethics training for employees, because corporate culture can enhance employees' self-confidence and loyalty to the company: cultivating employees' ethics can enhance the cohesion of the company internally and establish a good corporate image externally . When an enterprise cultivates its employees' ethical standards, it should use its exemplary figures and deeds as educational materials to set an example for its employees. The power of role models is infinite. Under the leadership of role models, employees will be dedicated to their jobs, serve customers wholeheartedly, and strive to win glory for the company and create more economic benefits for the company. The third is to implement incentive mechanisms and conduct humane management. Companies can set up "excellent

employee demonstration posts" and "star service" windows to encourage employees to work hard, strive for the top, and strive for excellence. To these outstanding employees, we must vigorously publicize their advanced deeds and give them material rewards. In this way, the employees will think about one place and make every effort to make every effort to contribute to the development and innovation of the enterprise. At the same time, companies should also conduct humane management. Satisfy and fulfill their wishes for high-educated, skilled and ethical pacesetters; give deep greetings and care to employees who are suffering from illness, life difficulties, and family misfortune: make employees feel that the company is a warm family . Doing so will quickly build a team that enhances customer loyalty, which will continue to improve customer satisfaction and then increase customer loyalty. This is the way for companies to enhance customer loyalty in the network marketing environment.

Finally, implement personalized marketing. Customers under network marketing have their own specific characteristics, they are more fashionable, independent, and more adventurous and exciting. Therefore, they are paying more and more attention to personalized service, hoping that they can be treated as an independent and unique customer, and eager for their personal needs to be paid attention to by businesses. Personalized marketing refers to companies that understand the personalities and needs of individual consumers and maintain long-term interactive relationships with them, and use targeted marketing groups and strategies to maximize the satisfaction of consumers' personalized product or service needs to achieve common interests Marketing activities. At present, with the continuous changes in people's consumption concepts and the maturity of consumer psychology, demands are becoming increasingly personalized. The emergence of personalized consumption, on the one hand, is that the supply of products exceeds demand and is extremely rich, providing consumers with a great choice of space. On the other hand, with the improvement of people's living standards, individual values   and consumption concepts have undergone great changes. Changes, more and more attention to the "cultural color" and "emotional color" of products have provided fertile ground for individualized consumption. This puts forward new requirements for network enterprises, and enterprises must have personalized marketing capabilities to survive and develop. In the Internet age, personalized marketing can meet consumers' individual needs to the greatest extent with the help of network technology.

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Network marketing enables production to provide personalized services while reaching scale operations. Meet the individual needs of consumers. Under the conditions of online marketing, every consumer is a segmented market, and psychological identity has become a prerequisite for consumers to make purchase decisions. Personalized consumption has become a possible and inevitable trend in online consumption. Consumers' individualized consumption makes online consumption demand different. If network enterprises want to be successful, they should adopt targeted methods and measures according to different consumer characteristics in the whole production and operation process.

5.3.3 Customer loyalty program

Perfect Diary can observe the purchase behavior of customers based on its own community and the information resources of the online store.

First, observe the number of repeated purchases by customers. The more customers repeat purchases for a certain product in a certain period of time, the higher the loyalty to this product, the fewer repeat purchases, and the lower it is. The fate of an enterprise is based on maintaining long-term interest relationships with customers. If an enterprise wants to develop for a long time, it must have certain loyal customers. Retaining and keeping old customers is as important as attracting and gaining new customers, even at a lower cost, Therefore, how to maintain old customers is extremely important, and we must strive to convert new customers into repeat customers. Convert repeat purchase customers into regular customers, and train regular customers into loyal customers. Both online shopping malls and offline stores should adopt some incentive mechanisms to encourage consumers to evaluate the store's products and services, or to complain about the store's services, and put forward their own suggestions and opinions. This not only increases the interaction with consumers. It also enhances consumers' trust in the store. In order to increase customer loyalty, not only must customers be satisfied, but also some incentive mechanism must be adopted. For old customers, the company should give certain incentives. For example, progressive preferential policies for member customers. Member customers have a 5% discount for the first three purchases. There will be a 10% discount for the next three times, and a 15% discount for the next three times, or some other forms of material rewards, which will continue to encourage customers

to spend and enable existing customers to remain loyal to the store.

Second, observe the length of time when customers choose to purchase. According to the laws of consumer psychology, the degree of trust is different, and the selected time before buying products is also different. Generally speaking, the shorter the customer's selection time, the higher the loyalty. On the contrary, the lower the loyalty. As we all know, one of the advantages of online shopping is to "save time", but what is referred to here is mainly the time for information search. The overall shopping cycle of online shopping includes not only information searching, but also placing orders, online payments, and waiting for logistics. Therefore, physical stores should respond to the impact of online shopping by improving the efficiency of the entire shopping cycle, which is mainly reflected inconvenient transportation, flexible payment methods, short checkout times, and uncongested channels.

Third, observe how sensitive customers are to product prices. Facts have shown that, for products that they love and trust, customers have a strong ability to adapt to price changes, that is, if the sensitivity is low, on the contrary, the sensitivity is high. Based on this, the customer's loyalty to a certain product can be measured.

Fourth, observe the attitude of customers towards competitors' products. If the customer has a good impression of the company's competitors' products, it means that the customer loyalty is low. On the contrary, it means that the customer loyalty is high and the purchase orientation will be relatively stable.

Fifth, observe the customer's ability to withstand poor product and service quality. Any kind of product may have quality problems, and some may even have quality accidents. Even brand-name products and services are difficult to avoid. Customers are highly loyal to the brand, and will treat the quality problems with tolerance, sympathy and understanding, and will not switch brands.

Sixth, market research provides a basis for companies to understand customer needs and determine target customer groups. If an enterprise wants to finally sell its products, it must first make customers interested in its products and services, and then lock in customers, so that the enterprise has a sufficient and stable source of customers. Customer loyalty program refers to a form of service that provides discounts or gifts based on the customer's purchase contribution to the company to attract customers to continue to purchase. For example,

airlines frequently discount air tickets and credit card consumption points, which are the mainstream of customer loyalty programs.

Therefore, the loyal customers who buy repeatedly will inevitably be rewarded and will inevitably get more rewards, which helps to prevent loyal customers from being attracted by the promotion activities of corporate competitors. Under network conditions, the statistical work of customer purchase records is automatically completed by the network server in each transaction, which is accurate and fast, saving time, effort and money. To effectively play the function of the loyalty program, the most important thing is to distinguish between "general customers" and "important customers" who are also members. For the "core customers" who have contributed a lot, the service should be more comprehensive and thoughtful and more personalized. On this basis, we strive to develop "general customers" into "core customers".

CHAPTER 6

Research Limitation and Idea for Future Research

While obtaining the above-mentioned research results, due to the limitation of my theoretical level, the research on the problems is only a brief taste, and the research on many problems is not deep enough. Therefore, this research still has many shortcomings and room for further improvement, which needs to be enriched and perfected.

This article mainly discusses the influence of fan economy and cross-industry cooperation, customer satisfaction, customer trust, service quality, over-marketing, etc. brought on by the network marketing environment and Perfect Diary on the loyalty of online customers. In the real consumption environment, it affects online customers. The factors of loyalty are very complicated. This study cannot strictly control other factors, and this article has certain geographical limitations. It mainly describes the performance of online marketing and customer loyalty in China. For this reason, there will be certain restrictions on the research results, and more detailed and comprehensive research is needed in the future.

However, this article can to a certain extent put forward some new ideas for any brand in the world that wants to conduct Internet marketing. China's online market is very developed, and Perfect Diary's performance in China may be a model for brands in other countries. The new marketing strategies and measures to enhance customer loyalty proposed in this article can not only provide references for the marketing strategies after Perfect Diary but also provide references for local cosmetic brands in China.

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Questionnaire:

1. What is your gender?

--Male/female

2. What is your age?

-- Under 18 years old/19 to 29 years old/30 to 39 years old/40 to 49 years old/over 50 years old

3. Which makeup brands are you more inclined to buy?

-- European brands (for example, Dior, Chanel, L'Oreal, etc.) / American brands (for example, Estee Lauder, NARS, MAC, etc.) / Japanese brands (CPB, Shu Uemura, Shiseido, etc.) / Korean brands (Whoo, Laneige, 3CE, etc.) Chinese brands (For example, Perfect Diary, Mao Geping, Mary Daijia, etc.)

4. Why are you more inclined to buy this product?

-- Good quality / good packaging / good name / price concessions / brand culture / spokesperson / word of mouth / Internet celebrity recommendation / other

5. What channels do you generally buy cosmetics through?

-- Online shopping/ offline mall /other

6. Have you seen the promotion and advertisement of cosmetics on social networks or apps?

--Yes/no

7. How did you know about Perfect Diary?

-- Celebrity endorsement/advertising/shopping platform/social app/friend introduction/KOL recommendation

8. Is there a desire to buy after seeing the advertisement?

--Yes/no

9. Do you think Perfect Diary has excessive marketing?

--Yes/no

10. Which promotion method do you trust more?

-- Celebrity endorsement/KOL recommendation/Friend recommendation/Other

11. Which promotion method do you prefer?

--Text/picture/video/live

12. In your opinion, what are the advantages of Perfect Diary compared to other brands?

--Price concessions/good quality/good packaging/good name/familiarity/other

13. In your opinion, what are the disadvantages of Perfect Diary compared to other brands?

--Poor quality / excessive publicity / low cost performance / other

14. What aspects of makeup brands do you focus on? (Multiple choice)

--Material/Packaging/Quality/Price/Name/Fame/Spoker/Other

15. What do you think of the quality of Perfect Diary?

--Very bad/poor/fair/good/very good

16. Do you think the price of Perfect Diary is reasonable?

--Very cheap/cheap/normal/expensive/very expensive

17. Do you think the perfect diary package is good?

--Very bad/poor/fair/good/very good

18. Do you think there are many advertisements for Perfect Diary?

--Almost no/not much/fair/more/a lot

19. What do you think of the perfect diary ad?

--Creativity: Very bad/poor/fair/good/very good

Influence: Very bad/poor/fair/good/very good

Information transmission: Very bad/poor/fair/good/very good

20. What do you think the perfect diary needs to improve? (Open question)