

# An Empirical Study on the Influencing Factors of Consumer WeChat Marketing Acceptance

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## Abstract

WeChat marketing of Yinjian Shoes provides Yinjian Footwear Company with new technologies and means to adapt to the technological development of the times and the social transformation of information networks, forming a new marketing strategy for modern enterprises. Yinjian Shoes Company should solve the problems encountered by WeChat marketing according to the actual situation of the current market development, so that this marketing model that conforms to the development of the times can fully exert its functions in promoting the innovation and development of enterprises.

## Keywords

Silver sword footwear; WeChat marketing; marketing issues.

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## 1. Introduction

The reason for the WeChat marketing done by companies that have emerged in the past two years is that they are “new channel exploration”, which is often a reform attempt made by the company based on the status quo and thinking about the future. With the development of the network, the advancement of technology, the popularity of computers and smart phones, the development of e-commerce has become more mature and complete, and online sales will inevitably be one of the main channels for future sales. WeChat marketing is one of its main forces. WeChat owns this financial institution and also includes the huge resources required by Yinjian Shoes Company: massive consumption data, associated behavioral preferences and commodity data, payment transaction portals and potential credits. Data, huge chain of relationships and topic accumulation, and more.

WeChat marketing, as a new type of Internet came into being, many companies and individuals have tasted a lot of sweetness, and its development prospects are also very worth looking forward to, in line with the trend of the times, now Yinjian Shoes Company is also Going to the road of WeChat marketing.

## 2. What is WeChat Marketing

That mentions WeChat I believe that everyone is no stranger. He is an instant messaging app that is widely used and widely used in China. It started on January 21, 2011, and Tencent launched instant messaging. And only one year after its launch, on March 29, 2012, Ma Huateng announced that WeChat users broke through the 100 million mark through Tencent Weibo. And in the continuous promotion and promotion of Tencent QQ mailbox, various outdoor advertising and its products, WeChat users are also increasing month by month. With the increasing popularity of smart phones, WeChat has moved from high-income groups to popularization. In China's smart phone software market, WeChat has become a hegemonic position. It laid a solid foundation for WeChat marketing. WeChat marketing is one of the corporate or personal marketing models in the era of network economy. It is an online marketing method based on the fiery heat of WeChat. Yinjian Shoes

Company is also interested in the huge customer base of WeChat. With the advantages of mobile terminal, natural social and location positioning, each information can be pushed, and every individual has the opportunity. Receive information, and then help businesses achieve point-to-point precision marketing. This is one of the important reasons why Yinjian Shoes Company values WeChat marketing. As shown in Figure 1.

### The characteristics of insurance WeChat marketing

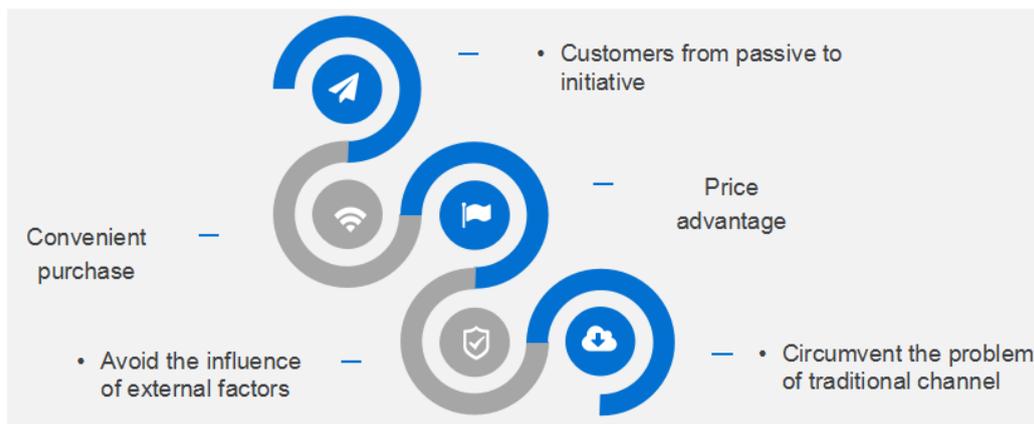


Figure 1

### 3. Trends and characteristics of WeChat marketing in Yinjian footwear industry

The trend of WeChat marketing in Yinjian footwear industry

In addition to the impact of the country's macroeconomic environment such as the central bank's continuous interest rate hike. Under the understanding, the sales staff of Yinjian Shoes Company has serious difficulties in training personnel, whether it is offline agent channel or sales channel, which limits the development of Yinjian Shoes Company. Under the understanding, especially the sales channels, there are quite a lot of customers who have responded. This Yinjian shoe company has too many calls, which affects its normal life, that is, the phenomenon of electricity sales disturbing the people, resulting in the entire silver sword shoes. The company's wind rating declined. The lack of growth in the follow-up of the silver sword footwear company also shows that the past growth model of the silver sword footwear industry has reached an inflection point, from product design to marketing model to the overall concept, all need to change, adjust and innovate. Therefore, it is an inevitable trend for Yinjian Shoes Company to explore new channels for the group industry, and WeChat marketing is an attempt by Yinjian Shoes Company to explore new sales channels.

### 4. Characteristics of WeChat Marketing in Yinjian Shoes Industry

(1) Customers change from passive to active

The company's WeChat marketing has enabled customers to passively accept information from the original salesperson or telemarketing method in order to be actively informed by the customers themselves, and to change "passive consumption" to "active consumption". As an effective communication tool, WeChat has brought the distance between the department of Yinjian Shoes Company and the policyholders closer. Through the establishment of a new "automatic" network service system, customers can easily and quickly obtain the company background from the WeChat public number of Yinjian Shoes or the WeChat mobile terminal such as "Silver Shoes Footwear Company" without leaving the house. To all the details of the specific products, you can also freely

choose the business of the company, and make a certain comparison. Avoid the trouble of dealing with the intermediary, but also get low-cost, efficient service from WeChat.

#### (2) Convenient to buy

Purchase is convenient and fast. Only through WeChat, you can place an order for purchase. In the middle, you can save the communication link with the agent, saving the time and time of the offline agent with Yinjian Shoes Co., Ltd. to squeeze out your own rare rest time, through WeChat channel. Consumers can choose whether to participate or whether to purchase this one at their own convenience, freely, anytime, anywhere.

#### (3) Avoid external factors

The use of WeChat marketing by Yinjian Shoes not only saves time, but also avoids misleading our customers by unqualified agents. This is also a place where traditional channels have been criticized because Yinjian Shoes Company cannot guarantee its own agents. Whether the personnel are professional enough and some of the agents have exaggerated and misled the products for their own performance, resulting in customers purchasing products that are not suitable for them. Now, Yinjian Shoes Company can avoid this problem by adopting WeChat marketing. After all, our customers can directly see the content and make their own decisions. They can also analyze and compare multiple contracts at the same time. The product that works best for you. However, there are also some shortcomings. The WeChat marketing is purchased under the guidance of the account manager of the company without the Yinjian Shoe Company. Some of the customers are not able to understand the content after they purchase it. They still do not understand or even misunderstand the content. It is a problem that some customers do not operate.

#### (4) Price advantage

The use of WeChat marketing by Yinjian Shoes Company can save the intermediate links of agents, save labor costs, and naturally reduce operating costs, which is also one of the factors affecting prices. And because of the savings in operating costs, it will not affect the terms of the guarantee, consumers can rest assured to buy.

#### (5) Circumventing traditional channels

The problem of sintering people is prominent, the procedures for insurance are cumbersome, the loss of seats is serious, the recruitment is difficult, the team building encounters bottlenecks, and there is still a huge regulatory risk. This is a problem faced by Yinjian Shoes Company and even all companies. Wechat sales can avoid a considerable part of the traditional channels.

## 5. Problems in WeChat Marketing of Yinjian Shoes Company

Problems in WeChat Marketing of Yinjian Shoes Company. As shown in Figure 2.



Figure 2

#### (1) High demand for consumers' own interpretation skills

Through the WeChat public number of Yinjian Shoes Company or the Yinjian Footwear Company of WeChat, it is necessary to provide a certain cognitive basis for consumers to push. Customers need to understand the terms of the contract, be able to grasp their own needs, understand what is needed, and be able to distinguish the details of the pits and exemptions in the treaty. This has certain basic

requirements for customers, otherwise it is easy to be Fudge. For example, a lot of WeChat of Yinjian Shoes Company ignores its own disadvantages through visual marketing and the advantages of arranging and magnifying itself. For example, the returning nature of Yinjian Shoes Company will highlight its own in the promotion of WeChat. Returned.

While our users are getting convenience on WeChat, many users actually don't necessarily know what they are actually knowing. That is to say, "fast food" consumption causes many users to have a very vague understanding of the products they purchase. After the purchase, I only know that I bought a general direction of accident, illness, and old-age care. I know how many years I have saved, how much I have to pay, but I don't know other content, even Some customers do not know that they bought it and thought it was a wealth management product, thinking that it was only incidental.

(2) New things are always hard to trust

Silver Swords has always had a problem of trust in the past and now. Negative news and news are always coming out. Some customers believe that Yinjian Shoes Group is a big brand and therefore chooses to trust. The most important thing for Yinjian Shoes Company in Internet marketing such as WeChat Marketing is the word "trust". A considerable number of people are treated with distrust, and now WeChat's WeChat marketing is a new channel. Most people maintain a wait-and-see attitude, that is, there is doubt about it, and there are also online sales. Suspicion.

(3) WeChat sales have low conversion rate

WeChat sits on hundreds of millions of active users, and adopting WeChat marketing is also an excellent choice for Yinjian Footwear Company to expand its influence. However, after investing a lot of manpower and material resources, it is often found that the marketing of WeChat is always problematic and the effect is not good. For our customers, it is not that they need to pay attention every day, the customer activity is low, the loss is serious; the reading of the article is low and unstable; the sharing, the number of praises is poor; the conversion rate is even more terrible, etc. The troubles of the problem have made the WeChat public account become a "chicken rib" of the Yinjian Footwear Company. It is a tasteless taste and a pity. Some company personnel have also expressed distrust of the sale of WeChat.

## **6. Suggestions for WeChat Marketing of Yinjian Shoes Company**

For our consumer Yinjian Shoes Company, it is still impossible to abandon the customer and choose the way. Since Yinjian Shoes Company can't ask the customer's own ability and quality, it can only be made by Yinjian Shoes Company. change.

## **7. Do a good job in after-sales service**

We can't ensure that consumers are really clear about what their content is at the time of purchase, but we must also ensure that they understand it so that we can prevent unnecessary disputes when customers need to make claims. . Therefore, we must pre-position the problem and inform the customer of the content after the product sales are successful. Yinjian Shoes Company is now undergoing the transformation of the 3.0 era. For each customer, the "customer manager system" can be adopted for the customer. One-on-one knows the communication, draws the relationship between the company and our policyholders, and informs the other party about the precautions in life, which is both for the maintenance of the customer and for the subsequent sales in this way.

In our life, our one-on-one account manager can make "Morning Greetings", "Blessings for Birthdays and Other Holidays", "Blessings including but not limited to postcards" for our customers every day. Under the discretion of the manager, it is best to inform the customer of the precautions within 4-5 working days after the successful sale, such as the notice of the exemption period, the notification of the exemption clause and the notification of the coverage, regardless of whether the customer is It's really clear that you need to be re-informed. It's best to talk in a live language and chat, and as a friend, our successful customers will read the policy carefully. After all, it's not a good thing to throw all the content to the customer. After all, the customer has the contract and they can understand it themselves,

but watching this dense policy contract is often prohibitive. Therefore, in this respect, we can adopt a one-to-one account manager system to inform the attention of the customer in their life communication.

## 8. Fives. to sum up

The current WeChat marketing adopted by Yinjian Shoes Company is no matter how high it is, but it is undeniable that he is still selling. The WeChat marketing of Yinjian Shoes is only in the exploration stage and is a new channel. Many problems are only stuck in the theoretical stage, there are still problems in the actual operation, the transformation of personnel takes time, and the establishment of word-of-mouth takes time. Due to the historical legacy of Yinjian Shoes, there are quite a lot of people in the country. With the untrustworthy attitude, the insecure network environment, the imperfect legal system and other external factors, the WeChat marketing of Yinjian Shoes is still in the initial stage of implementation. Only when the business environment meets the inherent requirements of the industry development, can the products be sold through the network, thus realizing the advantages of the network and participating in the international market competition with a new attitude. Now that Yinjian Shoes has taken the change because of the possibility of seeing the possibility of WeChat marketing in the current actual operation, WeChat itself is also a high-quality sales platform, even if the communication capability is particularly suitable, in the future with the domestic young The improvement of the group's awareness of growth will become a necessity. In addition to the Yinjian Footwear Company Group, if the Yinjian Footwear Company wants to maintain it, it must expand its new channels on the basis of the original. Marketing is an inevitable choice.

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