



Assessing the Possible Solutions to the Problems of We-Chat Marketing

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Author's contribution

The sole author designed, analysed, interpreted and prepared the manuscript.

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ABSTRACT

We-Chat Marketing is a new kind of network marketing model derived from the background of network economy. Recently, many internet companies have been asked to rectify themselves, causing us to pay attention to We-Chat Marketing issues. Therefore, the purpose of this paper is to explore the definition of We-Chat Marketing including problems and countermeasures. This study obtains the data through the literature review, analyzes and interprets it by inductive and deductive method. Findings show that the research on We-Chat Marketing is more focused on the policy, regulation and marketing aspects and its countermeasures are less in terms of organization and human resources as well as financial aspects. Finally, this study suggests that follow-up researchers should try to explore the evaluations of costs-benefits of We-Chat Marketing and other issues.

Keywords: We-Chat marketing; network marketing; evaluations of costs-benefits.

1. INTRODUCTION

In the age of the internet economy, enterprises or individual users often use internet platforms and tools as a medium for communicating with others or to develop their own business models. We-Chat is a type of new media and can be known as a new forms of communication tools which including the information of word, video, audio, and other symbols [1]. Furthermore, it is also a platform of social media and has been applied to one more industries, e.g. retailing, tourism, apparel etc. for marketing [2]. One can share some information to others through the platform and talk to other in time. It has been able to redefine the relationship between enterprise and its customers [3]. Consequently, the communication landscape has been subjected to drastic changes and has significantly impacted marketing communication [4].

Moreover, We-Chat Marketing is an internet marketing model derived from this context. This model takes the We-Chat platform found by Tencent Holdings Limited (hereinafter referred to as Tencent) as the carrier. It taps the needs of the customer group or individual friend circle of an enterprise or organizations, puts forward marketing programs and actually implements to satisfy their needs while meeting the marketing objectives of enterprises or individuals. Moreover, it also meets the needs of customer groups through marketing activities.

We-Chat was founded in 2012 which is now in its tenth year. Marketers (corporate or individual users) are already familiar with We-Chat platform tools and can make reasonable use of We-Chat platform marketing activities. However, on July 24, 2021, Tencent's audio business was ordered to rectify by the State Administration of Market Supervision and Administration [5] for alleged music monopoly. Moreover, after the rectification requirement, its gaming business was also required to rectify [6] showing that the platform has a variety of operational problems. For those enterprises and individuals who rely on the platform for marketing activities should be more attention.

However, for enterprises and individual households, We-Chat Marketing is the existence of those problems and countermeasures that is still worthy of attention. It is also the research issues to be discussed in this paper. In summary, the purpose of this study is to explore the definitions of We-Chat Marketing for enterprises

and individual users including problems and analysis of these issues and put forward countermeasures. In order to make it, the study obtains data through literature review and interviews with We-Chat users. The following sections will explain the definitions of We-Chat Marketing, problems and countermeasures and finally summarized.

2. THE DEFINITION OF WE-CHAT MARKETING

The definition of We-Chat Marketing is organized as Table 1. Marketing is an activity that meets the needs of the market (customers) and achieves the marketing objectives of the marketer (enterprises or individual). To achieve marketing objectives, these activities need to do something including analyzing market needs, determining marketing objectives and strategies, target market strategic analysis (segments, selecting target markets and market positioning) and marketing portfolio strategies (product strategy, price strategy, distribution channel strategy and promotion strategy), etc. From the definition of We-Chat Marketing by scholars, it can be found that marketers mainly rely on We-Chat platform to communicate with customers from which they analyze market needs (customer needs) like Xie [7], Liang [8]. Collecting data and analyze market by We-Chat like Xie [7], and Mei [9]. Analyze strategic of target markets by We-Chat like Mei [9]. Use We-Chat for marketing promotion and dissemination like Mei [9], Liu [10].

Then, comparing the definition of We-Chat Marketing with traditional marketing can be found that the definition of We-Chat Marketing is incomplete in marketing mix. Actually, marketers should obtain data such as user consumption and usage habits through We-Chat platform, analyze users' consumption habits in certain products and find out their target customer base. More importantly, it has to further put forward marketing mixes including product strategy, price strategy, distribution channel strategy and promotion strategy to satisfy the needs of the target customer base and achieve their own marketing goals. Therefore, this study defines We-Chat Marketing as enterprises or individuals through We-Chat platform which access to market data and data analysis, target marketing strategy analysis and proposed marketing mix and to satisfy the needs of the target customer base and achieve their own marketing objectives activities.

Table 1. The definitions of We-Chat marketing

| Author (year) | Definition |
|----------------------|--|
| Xie [7] | Regard We-Chat platform as a carrier to complete purchasing fast from the user demand, large data analysis and other aspects of marketing services and abandon the traditional model of cumbersome marketing process. |
| Mei [8] | It is a new media combined with large data which is an activities of market tracking and grasp, but also a collection and integration of variety of data. Its publicity impact is more targeted and conducive to market segmentation activities. |
| Liu [9] | It carries out unique and efficient content marketing communication through We-Chat platform that its content marketing development is more rapid with the targeted and proactive public number content marketing. |
| Liang [10] | It regards We-Chat group as a fulcrum with radiation APP or public number and formation of We-Chat group and APP flow between the exchange of mutual promotion to achieve the effective delivery of goods, but also according to the needs of the group to provide products and service. |

Source: Convergence of this study

3. THE PROBLEMS OF WE-CHAT MARKETING

Problems of We-Chat Marketing are compiled in Table 2. Traditionally, marketing problems have been no more than the internal and external orientations of the enterprise. The external environment refers to political, economic, socio-cultural and scientific issues with industrial competitors, substitutes, media public, suppliers and buyers. The internal environment refers to the problems of enterprises in production operations or services with organization and human resources, finance, research and innovation, marketing and so on.

From the scholars' insights on We-Chat Marketing issues found that problems of We-Chat Marketing focus on the external environment of the political regulations. As Xie [7] proposed the lack of good market supervision. Mei [9] considers that customer privacy is easy to be leaked. Liu [10] points out that tweets are easy to copy. Focus on marketing aspects, such as product attributes [8]. Product quality is uneven [7]. Content quality is uneven and positioning is blurred [10]. Lack of large data support and customer stickiness is not enough [10]. Production operations or service problems as lack of flow efficiency [7]. Lack of effective profitable marketing model [9]. Customer stickiness is not enough [10] and other problems. In research and development innovation, there is a lack of We-Chat Marketing platform that is able to design the marketing network [9].

Therefore, the existing research on the external environmental problems of We-Chat Marketing,

the economic, social and cultural aspects and scientific and technological aspects of the discussion is less. In terms of industry, there is also a lack of discussion on issues such as competition, alternatives, suppliers and the media. In the internal problems of enterprises, the main lack of organizational and human resources and financial aspects of the discussion. Taken together, this study considers these issues to be worth continuing to explore by follow-up researchers especially internal environmental issues, including organizational and human resources issues and financial issues. In addition, We-Chat Marketing also need to consider the feelings of consumers, otherwise, forced push information will only make consumers feel disgusted and even produce negative effects: black.

4. THE COUNTERMEASURES OF WE-CHAT MARKETING

The countermeasures of We-Chat Marketing are integrated as Table 3. In general, the factors that influence marketing strategy mainly come from the internal environment and external environment of the enterprise. Among them, external environmental factors in a short period of time is relatively difficult to control or influence. What enterprise institutions or individuals can do is mainly focused on the internal environment of the part of the enterprise. Therefore, how the marketing goals and resources of enterprises or individuals are matched is the key to the success of the marketing objectives. Because the research topics of scholars are different, the focus of their countermeasures is also slightly different. For example, Xie [7] believes that the

government should strengthen industry supervision while enterprises should strengthen the industrial chain layout and multi-platform mechanism. Specifically, the We-Chat Marketing strategy only partially addresses external environmental problems as for internal environmental problems, even less focus. As Mei [9]'s research points out, in We-Chat Marketing, merchants need to have a strong marketing operation ability which innovative marketing

model: unified marketing objectives, design focus on innovation and real-time. Promote interaction with consumers, pay attention to customer reflection and feelings and protect user privacy. Mei [9]'s research seems to focus more on the internal environmental problems of the enterprise to deal with. These recommendations of We-Chat Marketing problems are still measuring the sea with a ladle and peeping the sky with a tube.

Table 2. The problems of We-Chat marketing

| Author (year) | Problems |
|---------------|---|
| Xie [7] | <ol style="list-style-type: none"> 1. Inaccurate information positioning and lack of good sources of large data information. 2. Uneven product quality with third-party platform docking. 3. Lack of flow benefits. 4. Lack of good market supervision. |
| Mei [9] | <ol style="list-style-type: none"> 1. Enterprise We-Chat Marketing platform construction lacks an effective profit-oriented marketing model with obstacles in. 2. Enterprises lack some design capabilities in Internet marketing of We-Chat Marketing platform. 3. Customer privacy is easy to be leaked. |
| Liu [10] | <ol style="list-style-type: none"> 1. The quality of content is uneven, tweets are easy to copy, fake content is eye-catching, hard implants affect the consumer experience and thus get off. 2. The positioning is blurred with the phenomenon of homogenization of the public number. |
| Liang [8] | <ol style="list-style-type: none"> 1. Lack of big data support makes it difficult to market accurately. 2. Customer stickiness is not enough, easily set up We-Chat group, maintenance and operation is quite difficult to retain customers. |
| Wu [11] | Product attributes, consumer environment and social environment |

Source: Convergence of this study

Table 3. The countermeasures of We-Chat marketing

| Author (year) | Countermeasures |
|---------------|--|
| Xie [7] | <ol style="list-style-type: none"> 1. Strengthen the layout of We-Chat Marketing industry chain, large-scale, standardized and diversified marketing work. 2. Improve the market supervision system in We-Chat Marketing by the platform while enterprises, third-party institutions and relevant departments to carry out three-way supervision. 3. Establish multi-platform linkage mechanism to improve the marketing capabilities of enterprises and marketing subjects. |
| Mei [9] | <ol style="list-style-type: none"> 1. Merchants need to have a strong marketing operation ability with innovative marketing model and online and offline combination to promote marketing development. 2. Unified marketing objectives, focus on innovation and real-time in design. 3. Promote interaction with consumers, pay attention to customer reflection and feelings and protect user privacy. |
| Liang [8] | <ol style="list-style-type: none"> 1. Focus on data support and use public numbers, micro-marketplaces, small programs and video numbers for big data analysis in We-Chat group. 2. Consider We-Chat group as a fulcrum to benefit APP or public number with the formation of We-Chat group and APP flow between each other. 3. Make use of group fission. 4. Experience achievement reputation, build evaluation and communication channels with experience feedback of customers in We-Chat group. |

Source: Convergence of this study

Comprehensive of the above, the study believes that if there are countermeasures in We-Chat Marketing, the primary clearer is the main body of business: enterprise institutions or individual users. The operating subject involves its resources and ability to achieve marketing objectives. In general, enterprises above the scale have far superior resource capacity to individual households that relative to individual households they can better through We-Chat Marketing to create economies of scale. Then, the attributes of We-Chat Marketing subject that profit or not will also affect its view of We-Chat Marketing problems and countermeasures. For example, for-profit enterprises mainly through We-Chat Marketing to obtain sales benefits. However, non-profit organizations mainly through We-Chat Marketing to convey information and services such as hospital blood donation center blood donation activities information. Finally, all We-Chat Marketing strategies are designed to deal with problems, as a result the process and purpose may be different. For-profit enterprise institutions or individuals have for-profit issues, such as sales volume, gross margin, operating rate, etc. Non-profit users also have their We-Chat Marketing problems, such as click-through rate, subscription rate and forwarding rate, etc. The two process focus and results may be different. Therefore, different emphasis on process and outcome may result in differences in countermeasures.

5. CONCLUSION

We-Chat is a new media which can also be a self-media belongs to the Internet marketing of a platform or channel. We-Chat Marketing is a marketing activities through We-Chat. Therefore, whether it is an enterprise or an individual user, it can engage in communication activities with others through We-Chat platform. In business, We-Chat Marketing is the enterprise organization or individual users that have not reached their marketing objectives to make use of We-Chat platform to do business (business management) activities. For public welfare purposes, We-Chat Marketing is an activity in which non-profit enterprises or individuals provide advice, services or exchanges through We-Chat platforms for specific purposes.

Then, the problems and countermeasures of We-Chat Marketing existed focus more on policy and regulation and marketing aspects of the discussion, and ignored the discussion of the organization and human resources and financial

aspects that result in the development of countermeasures are also biased. Based on this, this study suggests that future research may try to develop We-Chat Marketing in the external environment analysis, industrial environment analysis and more complete internal environmental analysis of enterprises. Specially, the cost-benefit research and industrial application of the differences in We-Chat Marketing are encouraged.

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COMPETING INTERESTS

Author has declared that no competing interests exist.

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