Research on the companies' diversification of improving user stickiness

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Abstract. Since China entered the "Internet+" era, social networking platforms have been developed efficiently, and the speed of information transmission has changed qualitatively, most people began to receive all kinds of information through mobile phones, and Internet advertising accounts for most of the market, changing people's lifestyles and driving the development of various industries. In this context, companies are paying more and more attention to brand value, user quality, and accumulated user stickiness. This paper will combine the different stages of media industry development, how to empower to enhance the user stickiness of enterprises, and explore the following aspects: brand promotion, consumer psychology, marketing strategy, communication methods, etc. Based on the existing successful cases, how enterprises can better use social media to do their marketing work under the background of "Internet +" and become the leading enterprises in the industry. This will be an important issue in the future development planning stage.

Keywords: "Internet+" era; Brand value; User stickiness; Consumer psychology; Development planning

1. Introduction

"Internet + traditional industries" is a new industry under Innovation 2.0. With the rapid economic development, technological innovation, and continuous iteration of user needs, enterprises need to use the Internet platform and information to create new development opportunities. By the end of 2020, the size of China's Internet users will be 989 million people, and the Internet penetration rate will reach 70.4%, especially the total number of mobile Internet users, more than 1.6 billion. 5G network users more than 160 million, accounting for about 89% of global 5G users. Basic telecommunications enterprises' mobile network facilities, especially the pace of construction of the 5G network, accelerated in 2020, 900,000 new mobile base stations, a total of 9.31 million; the total number of mobile base stations. The total number of 9.31 million; the industrial Internet industry scale reached 916.48 billion yuan; the digital economy continues to grow rapidly, information technology and the real economy accelerate the integration, the scale reached 39.2 trillion yuan, the total amount jumped to the second in the world [1]. At the same time, enterprises on this basis, through their advantages, with the Internet traffic and big data algorithms under the auspices of the flow, achieve accurate push flow in acquiring economic benefits. This can also enhance the value of the enterprise's products, core competitiveness, brand image, etc., to establish a solid moat in the industry's rapidly occupying market share. However, the new media positions are also very competitive. Enterprises can only breakthrough in the mass of information to get a larger flow, so in the marketing process, with the help of media, you need to compete for time, encounter new hot spots, and follow the facts throughout the process. Will inevitably encounter the risk of "stepping on mines". In creating a certain value for the enterprise, many enterprises cause negative public opinion due to product quality, user experience, and inducing consumers, which will cause irreversible loss to the enterprise brand if PR is not timely [2]. In general, in the context of "Internet+", companies need to be closer to consumers, embrace changes with a positive and open attitude, create customers with diversified marketing methods and channels, and be able to respond flexibly when facing rapid changes in the market or industry only through continuous innovation.

In today's world, the dissemination of business-related information has gradually changed from traditional media such as advertisements, newspapers, TV, magazines, books, and movies to the new track of new media, using big data, real-time, and interactivity to spread. But because the enterprise base is so large, it also creates an environment of extreme fragmentation and inefficiency of information. How can enterprises effectively seize the opportunity to form a good and sustainable business? It is especially important to create a corporate image that is highly recognized by the market and that users can be assured of peace of mind.

Most articles mainly studied the platform's user portrait and stickiness. Some scholars took Xiaohongshu as an example, the user scale is over 300 million, and the number of monthly users is still growing, which is analyzed through various models that the user's perceived usefulness. Perceived ease of use is the key factor that affects the user's psychology [3], which is likewise the key factor that enterprises need to increase their brand exposure by understanding these factors on the existing social platforms and key factors to enhance the stickiness of corporate users.

This study will analyze, for the first time, through multi-dimensional theoretical knowledge and relevant cases. These aspects are the points that users pay attention to when consuming—followed by how companies will take advantage of social media software to achieve fission and enhance the brand value.

2. Methods

This paper will focus on case studies and documentary analysis, combining corporate brand, consumer needs, and marketing strategies. To explore how companies can diversify, improve user stickiness, and promote low-cost interaction between users and companies. Enhance user experience and increase communication momentum for long-term sustainable development so that users are willing to continue to use or buy the product and improve the repurchase rate.

3. Results

With the era of rapid Internet development, the variety of marketing strategies of enterprises. In addition, the frequency of presentation in the market has subtle influences on consumers to stimulate consumer potential and user favorability. This paper will be based on consumer psychology, behavior, and enterprise marketing cases and analysis of the relationship between the marketing strategy of enterprises and consumer psychology in different scenarios. Enterprises should be targeted according to consumers' ages and education. Annual net income level the enterprise should target to develop a marketing plan according to the consumer's age, years of education, annual net income level, and other information. Maximize to meet the consumer's demand for consumption upgrade, improve the user's willingness to buy again, enhance the user's stickiness to achieve the mutual driving effect, and achieve economic stability and development [4].

The so-called user stickiness is the psychology that users depend on the enterprise and are willing to invest time, energy, and money into it. Generally speaking, if the stickiness between the enterprise and the user is higher, the cost will be greater, so the cost and stickiness are positively related [5]. As industries continue to heat up in market competition, the dividends brought by the Internet gradually appear, so enterprises must improve user stickiness research.

Compared to the 1990s, the popularity of electronic products, the development of big data information, and the improvement of the quality of life have changed the lifestyle of consumers in terms of behavior along with the upgrading of consumption, more and more attention to the quality of goods and business services, combined with some financial software that allows consumers to overdraw the corresponding amount in advance, for early overspending, making businesses and enterprises in order to develop, need to continue to develop Innovate more fancy products, from function to packaging to advertising, in marketing methods are endless, stimulating consumers to pay for the goods, or even to consume products without any demand, just for the novelty.

While the consumer upgrade has enriched people's material and living world, enterprises are also studying ways to reach users better and increase their attention and interaction with them to improve economic efficiency and reduce ineffective costs and user stickiness.

However, in the new environment, the investment in developing a fan user may be as high as hundreds of dollars to create an authoritative brand image and grow the number of users. The media must invest in higher costs, a burden that some enterprises cannot afford. Hence, nowadays, these poorly developed media often can only rely on employees to pull people or organize various activities to attract fans and carry out publicity. The number of users does not increase significantly [6].

4. Discussion

4.1 How brand DNA enhances user awareness

Suppose the public recognizes the quality of the product. In that case, the user will have his personal preferences deeply imprinted in his subconscious. When there is a relevant demand, the user will save the process of "search, understanding, trust" and buy directly, and gradually there will be a certain number of users. After accumulating certain users, social media and public communication enterprises also formed a domino effect. Finally, they formed a brand that is not only an intangible asset for enterprises but can also save the "transaction costs" in the operation process.

Consumers will choose brands they have heard of as much as possible in consumer behavior. Still, social media has changed people's thinking in this era of information explosion and serious fragmentation. Consumers take information out of context, which affects the overall communication effect of the brand [7]. In the case of unified standards in terms of publicity between enterprises is difficult to open the gap. This also prompted some companies to have further innovative, user-demand-centered development strategies to do products with craftsmanship. From the original "hundred schools of thought to the sole respect of Confucianism", focus on quality, category, and taste in a point, the market and users, are more segmented and people-oriented. This has also been the way of business for a long time.

4.1.1 Easy to choose brand memory for users

The key to winning or losing is to seize the flow of the brand, and the enterprise through the channel, with the best price point to seize the contact point between consumers and use marketing tools to give users comprehensive brainwashing. Of course, this is also based on the positioning of enterprises, in 1972, Trout proposed a concept "cannot be the first category, create a new category", to do differentiation Propaganda.

In the public's daily life, many brands have inadvertently penetrated every aspect of people's lives. For example, in the cosmetics industry, young people will more or less stay up late to catch up on the drama, work, or play games. In staying up late, the skin will have some damage. These user pain points are the marketing and promotion points of the cosmetics industry, such as some brands promoting hydration, some brands promoting anti-wrinkles, and even adding adjectives to define the function. At the same time, with the advantage of some self-media platforms and Internet celebrities for brand exposure or live with the goods to enhance the competitiveness of enterprises and achieve profitability, ultimately forming a win-win business model.

4.1.2 Avoid homogenization of brand premiums

There is a Van Buren effect in consumer behavior; consumers do not buy the best, only the most expensive. In the same quality standard, the price of goods varies greatly. The key is to see who to sell. And to whom are they sold? To meet the needs of consumers to "show off", the more expensive things sold, the more worthy of showing off, so the sale will be better.

In many clothing industry, the public is familiar with the brand LV, GUCCI, Adidas, Nike and other brands, but some of these brands of standard models of products have external OEMs, these OEMs produce products in the material, size and style of several exactly the same, the main thing is the low cost in the external sales, just not to post the trademark of the relevant brand, there may be some people Will not care about the importance of the brand, but in the actual scenario, most people will still choose to buy a high-profile brand, because, what the businessman says is not necessarily credible for consumers, consumers need to spend a lot of time to understand the authenticity of the information, followed by more believe that the brand can do big, that in the whole process of service and after-sales aspects must have unique, for consumers can buy both the peace of mind and can With the peace of mind, and in specific cases can also meet their own vanity, then it is logical to pay for this extra part of the cost.

While meeting customers' needs, brands also need to invest a lot of money in the early stage. They are setting up directly-managed stores in various regions, doing activities with fans offline to enhance user stickiness, inviting celebrities to make endorsements, and a series of other measures. Still, since the development of new media, the interaction between users and brands has been achieved at a lower cost. In contrast, brands can reduce many offline expenses by giving users discount prices to promote user consumption, further expanding sales.

4.2 Hard to imitate brand barriers

Branding is a constant battle in a competitive market environment, so competing brands cannot be imitated. It is necessary to start with products and consumers, continuous innovation, and segmentation, but this also requires a combination of corporate positioning, business model, and other comprehensive considerations, and the market is constantly changing. Customer demand is not objective static. Customer demand and products are always unbalanced, pushing companies to Meet and create customers constantly.

With the continuous improvement of the national standard of each industry, enterprises are also defined based on the factory standard of their respective products, especially the excellent enterprises participating in the national standard is a major development, while the core competitiveness in the international competition. For building brand barriers, enterprises need to be able to do the right thing.

Consumer behavior and demand forecast Compared with traditional offline consumption, online consumption is more convenient and takes less time and effort. Still, online products are diversified and more informative, and at the same time, consumers' psychology, cognition, and decision-making process are more difficult to guess. The famous American advertising scientist E.S. Lewis proposed the AIDMA model in 1898, which divided the psychological process of consumers from contacting information to buying goods into five stages: attention, interest, desire, memory, and action. This behavior also reflects the impact of the Internet on people's lifestyles and consumption behavior [8].

4.3 Diversified products

Consumers judge whether the price of a product is appropriate by avoiding extremes and weighing two principles of comparison. Companies usually set different price points and service standards for products of different qualities, models, and categories in their marketing efforts. If the variety is too single, consumers will lose the space to choose a comparison and the criteria for evaluating that product. It is also difficult to meet the relevant psychology of consumers.

If a company launches a multi-category product, making consumers choose the most expensive one becomes the key to developing a marketing strategy. Take APPLE as an example, every year, a new cell phone is launched, and each new model gives consumers various choices (color, memory, size, etc.). The price range is also set very high if the price difference is not much. If APPLE company only by describing how good the product is and how much this so-called good values, it is difficult for consumers to assess from a rational point of view. Unless APPLE Company discloses the cost of the product and reasonable profit (which is unlikely for a company), so the most expensive model of the phone, consumers will buy it as long as they feel that the so-called price is reasonable and can bring extra value.

Take Iphone14, Iphone14 pro, and Iphone14 pro max, for example. When consumers select the most expensive model of this phone and find that it meets their social needs in addition to differentiating it from the other two phone models in terms of features, they will feel that they are getting their money's worth.

Similarly, when there are more choices, many people will not choose the lowest or highest product but prefer to choose the moderate price of that product. Hence, companies only need to set a higher-priced model for the same product type to give consumers a comparable price perception. It will be found that the original relatively expensive one sold better than before.

4.4 Free marketing strategy

Free it is a marketing tool company's use in combination with other economic activities to achieve profitability ultimately.

Like many Internet companies, through various free services to gather users and through advertising to achieve revenue, Baidu, Android, etc., are through advertising to recover funds. Hence, consumers are free to provide, and even many companies are free of charge to the staff canteen, accommodation, and entertainment facilities, through generous benefits to retain outstanding talent, so more cost-effective than the investment in recruitment advertising and activities on the spending.

Take a game, for example. A long time ago, a small tyrant game machine needed to buy game cards. Still, they need to pay to buy the game, the game company, through the boxed game profit but can play without limit. Later a period appeared Fantasy West and other games needed consumers to buy point cards to get game time. For the game company, daily users increased, and for consumers, pre-one-time input cost is lower. The game company is a profitable industry at the time, and in the process of constantly playing low-cost input, for consumers from the economic situation is relatively not feel, only the more you put more and more, so this model.

Most games today are free, and the user base has reached its peak, but you need to buy props to continue to pass or become stronger. In today's richer material life, users will invest a lot of time costs into the game to become stronger in the game and spend a certain amount of money will not feel economic pressure, not to mention that now the loan app makes young people overdraft consumption in advance.

Free is to transfer the cost to another commodity or subsequent service providers. Software like Poundland and Drip even spend money first, buying the user's attention, the user's circle of friends and surrounding data, and giving certain benefits. Then the user takes the money to buy other products.

4.5 Pricing affects user sentiment

Price is the unit of connection between the product and the user. Companies use different market strategies to occupy market share according to their positioning to maximize the benefits, there are thin profit pricing, and there is also a penny brand premium, the same way there will be a combination of products priced to sell in order to obtain a higher degree of user goodwill.

Take combo pricing, for example, a pricing method to obtain maximum benefits by combining different goods. The fast food industry is particularly prominent. Take McDonald's as an example. A burger sold for 18 yuan, fries 10 yuan, and a cup of Coke 8 yuan, if consumers need to buy separately, will feel quite expensive, but the business for the package combination. The above products add up to 28 yuan. Consumers will feel a great bargain, originally to buy a burger user, eventually to buy a package. McDonald's combination of McDonald's has achieved effective pricing by combining. It may seem that the price after the combination is much lower than when a single purchase is made. Still, from the aspect of the entire supply chain inventory and the initial product pricing is much higher than the cost, combined with certain statistical algorithms, it is possible to achieve a combination of products in a way that maximizes profits.

4.6 Communication media and related strategies

In the digital era, social media has become the core marketing platform for enterprises. In the process of development and application, the marketing ideas and approaches of enterprises have changed dramatically. Compared with traditional media, such as TV commercials and newspapers, new media and e-commerce are more important for enterprise operations [9]. From the perspective of mass consumers, they will pay more attention to the quality and service when choosing goods. And they will buy them as long as they feel simple and convenient if they consume them online, and their consumption behavior is diversified but relatively simple; if enterprises purchase them, there may be different levels for approval. This is a relatively cumbersome and rational process, but as long as they meet the relevant needs of enterprises, they can also establish a good cooperation relationship. So for the enterprise to have the establishment of long-term sustainable development, first of all, we must do a good job with products and services so that users have a good experience.

4.7 The importance of traffic

The source of the business model is the flow of traffic. Access to traffic needs to invest the corresponding funds. We have to pay the basic price to obtain a customer. This is the "flow cost", in the era of rapid changes in the user, the traffic source is not only through the person to direct personal communication. The enterprise and the user interaction form is also more diversified. Such as through live broadcasts with goods, but word-of-mouth communication can also get the corresponding traffic. These flows are the number of potential customers of the enterprise.

When the Internet emerged, more people searched for things online, but sellers initially did not believe in e-commerce. Hence, at that time, as long as the search for related products may only come out to a few, these customers that is accurate, and traffic costs and almost zero. With the maturity of the business model, the seller gradually grows, and now the search for related products will come out with dozens of pages of information. Information is also extremely fragmented. Through the way of bidding ranking, the platform side lets the enterprise side spend more money to do marketing promotion, and the final cost of the online investment may be almost the same as the cost of offline customer acquisition.

But the Internet has been developing for over 20 years and all software. Most companies are rushing in this wind through online marketing and publicity and achieved considerable success. But now, online traffic conversion costs are getting higher and higher for emerging enterprises and businesses, even if they have quality products and services. It isn't easy to support its online investment. It needs to calculate the actual situation of enterprises to the relevant input and output. The simplest algorithm is sales = traffic * conversion rate * customer unit price.

4.8 Internet distribution methods

At this stage, enterprises want to enhance user stickiness further, and enterprises need to redefine what good products are. For different industries, good products have different standard definitions. Still, in the Internet era, good products make users willing to share through the word-of-mouth approach to community marketing so that users can promote the enterprise. Enterprises not only do not have to invest more money and energy but also to win the user's circle of friend's positive comments

When doing word of mouth, companies need to understand users' needs and put themselves in the users' shoes to do a good job. Through continuous interaction and testing, customers are willing to spread the word for free while giving certain incentives. Such as receiving vouchers or sharing to get red packets to increase the propagation momentum and make users willing to keep using or buying the product and improve the repurchase rate.

4.9 Online omnichannel marketing

In recent years, the traditional marketing model gradually conflicts with consumer demand due to rising operating costs and the adjustment of consumer demand. Enterprises need to link offline experience platforms, online platforms, logistics supply chains, and other platforms to meet consumer demand. Technical support marketing comes from big data analysis, intelligence, and virtual scenes [10].

In the Internet era, consumers also increasingly like to buy goods online, as enterprises and businesses need to discuss combining online and offline marketing efforts. With the Internet and user word-of-mouth, achieve omnichannel marketing through good original content to obtain wide dissemination. Hence, businesses can use the platform to obtain more exposure and attention when a certain database analyzes user profiles, which are the iron powder and others. After locking the users, you can publish relevant information on other social software to cultivate a group of fixed fans. The business can plan small activities to stimulate users to share to influence more new users after the information spreads to a certain peak. You need to do brand marketing work, shoot advertising films and promotional videos, etc. Those old customers can resonate while emphasizing the quality of business and service.

5. Conclusion

In order to adapt to the development of The Times, enterprises need to explore and seek a path of sustainable development actively. While meeting the needs of consumers, they must do a good job in marketing strategies and channel communication to continuously improve the influence and credibility of enterprises.

This paper mainly analyzes how consumer demand, enterprise marketing strategy, and the development of The Times influence each other in a diversified way. In the market scene, combined with relevant practical cases, it highlights the psychological characteristics of consumers, enterprises' attitudes towards consumers, reputation, mood, psychology, and other relevant characteristics. It develops matching marketing strategies to meet consumer demand more comprehensively. Let consumers buy worry; rest assured.

Enterprises need to attach great importance to the combination with the media. With the support of brand benefits, enterprises should constantly improve the efficiency and speed of information transmission under the communication efficiency of new media and the breadth of the population. Promote user interaction with users from time to time, enhance the user's favorable rating, enhance the user stickiness, and attract more users, enabling the continuous development and growth of enterprise strength.

With the profound impact of consumption upgrades on consumers' lives, enterprises, while ensuring product quality, improve internal operation efficiency, strengthen supply chain management, shorten the delivery cycle and reduce user loss. Combined with rich original content and related activities, more consumers intend to buy.

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